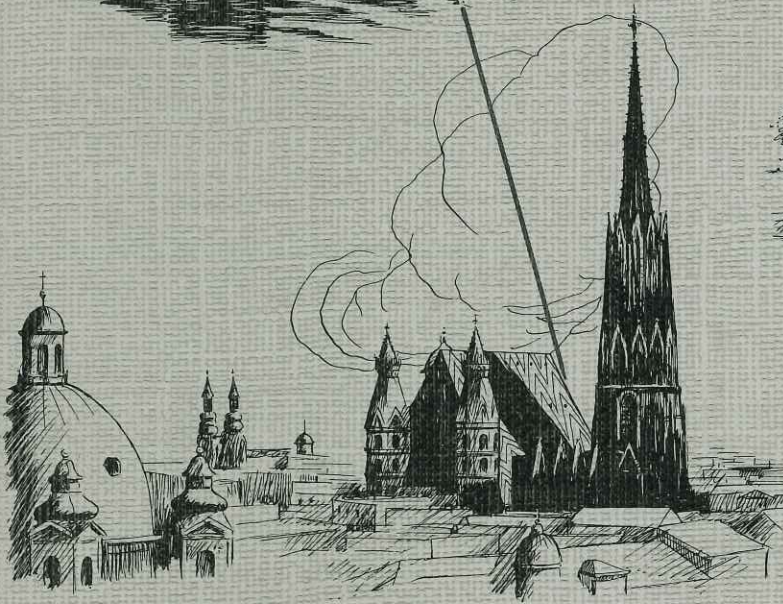
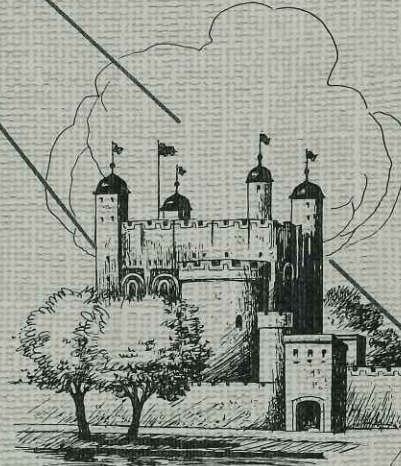
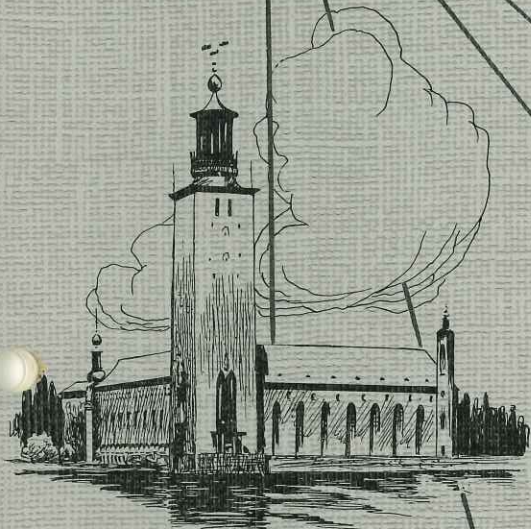
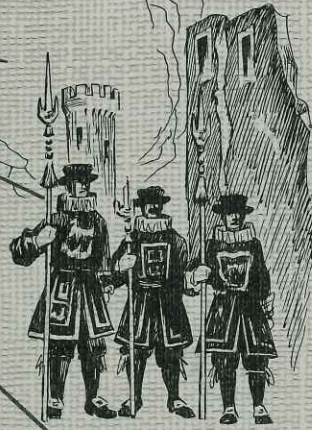


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arthur salm inc.

8749-8755 SOUTH GREENWOOD AVE. • CHICAGO 19, ILLINOIS

CREATORS * MANUFACTURERS * IMPORTERS * CONSULTANTS TO THE ADVERTISING SPECIALTY TRADE

GENERAL INFORMATION

The sparkling merchandise shown in this catalog has been planned, designed and manufactured exclusively for the American Business Market. The designs are the work of an outstanding design firm in the United States and the major portion of the merchandise is manufactured abroad. In these pages you will find things that are new, that are different, that are improvements on old, time-tested ideas. As a salesman you can sell, and your customers can buy, from this catalog with complete confidence, knowing that what you see is of outstanding quality, that it is exclusive: **none of it is sold on the retail market**, and that it is the individual work of master craftsmen. Every item measures up to the exacting standards upon which the reputation of our company has been built.

EXTRA CHARGES (NET) FOR SPECIAL SERVICES

All items are beautifully packaged in a quality gift box or mailer along with an appropriate romance card at no extra charge.

Gift or Christmas wrapping is available at 20¢ net per small package and 25¢ for larger packages. Please specify gift or Christmas wrapping.

On orders for quantities less than minimum listed, there will be a charge of \$2.50, if the order is without ad copy. The charge will be \$3.50, if ad copy is specified.

Individual mailing service is available at a charge of 25¢ net, per unit. This is in addition to the cost of the mailer, postage, and insurance. **Customer must supply gummed addressed labels and also an alphabetical list with names and addresses in duplicate.**

Unless requested not to do so we will insure each shipment and bill for such insurance expense. All shipments and individual mailings will be insured at listed prices.

All Prices Listed Are Without Charge for Ad Copy and Personalization. See Inside Back Cover for Details.

SHIPPING TIME

All items are carried in stock in Chicago. Shipping time is two to three weeks after receipt of order for other than very large quantities. Allow two to three weeks additional for special copy requiring dies, such as trademarks and emblems.

On pieces where the ad is to be set in nickel-silver inlay, that is, on the No. 115 Globetrotter, allow approximately 60-70 days after receipt of order or approved artwork. This time can be cut to about 35-50 days, if shipment is made by air. Charges for air shipment are: 1000 or more, 9¢ per piece; 500 to 1000, 12¢ per piece; 500 or less, 15¢ per piece.

In order to assure Christmas distribution on **nickel-silver inlay** items, orders or approval of artwork should be in our hands not later than October 1st. If shipment is to be by air, this deadline can be extended to November 1st.

Orders not showing shipping instructions will be forwarded according to our best judgment.

FEDERAL EXCISE TAX

In our interpretation, the Internal Revenue Service ruling, R.E.V. RUL. 58-125, exempts items offered in this catalog from the Federal Retailers Excise Tax, if sold for disposition as prizes, sales premiums, incentive awards, or favors to employees and preferred customers, such as executive gifts and advertising specialties.

PRICES

All prices and sales subject to our acknowledgment and its terms. The right is reserved to withdraw any item or items and to change all quoted prices without notice. All prices net, F.O.B. our warehouse, Chicago.

At least as early as May 1969

The Silhouette Candle Holders

The tall, slim Silhouette candle holders are stately and proud. Their clean and simple lines make them a lighting and decorating sensation at the dinner table, on the buffet, or in any setting where grace and beauty are desired. The candle holders are solid metal, perfectly balanced and plated with a gleaming nickel finish.

The Silhouette candle holders come in pairs, complete with 12½-inch tapers which are replaceable at retail counters. Holders are 6¼-inches tall, measure 2½-inches wide at the base. Most attractively packaged in a black and silver gift box with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 621	\$6.40	\$6.30	\$6.20	\$6.10	\$5.45

Design Patents Pending.
MAILERS AVAILABLE at 17¢ each, net.
1-4A 5B

The Silhouette Compote

Circles of elegance will create circles of envy among the most discriminating friends wherever the stylish, stunning Silhouette Compote is displayed. Grace and beauty in the round are reflected in every precious inch of its lustrous nickel finish, from the flat circular base to the slender circular stem to the open circular bowl. The Silhouette is distinctively fashioned from solid metal according to Old World standards of excellence.

A compote extraordinary for candies, nuts and fruits, this unusual creation also serves as a centerpiece supreme for the dining table or buffet. The refreshing slimness and trimness inherent in its contemporary design adds a pleasing touch and modernity to every setting.

A gift of lasting quality, the Silhouette is 6¾-inches in diameter, 5½-inches high, and has a bowl depth of 3¾-inches.

Packed in a black and silver gift box with romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 623	\$5.85	\$5.70	\$5.55	\$5.45	\$4.90

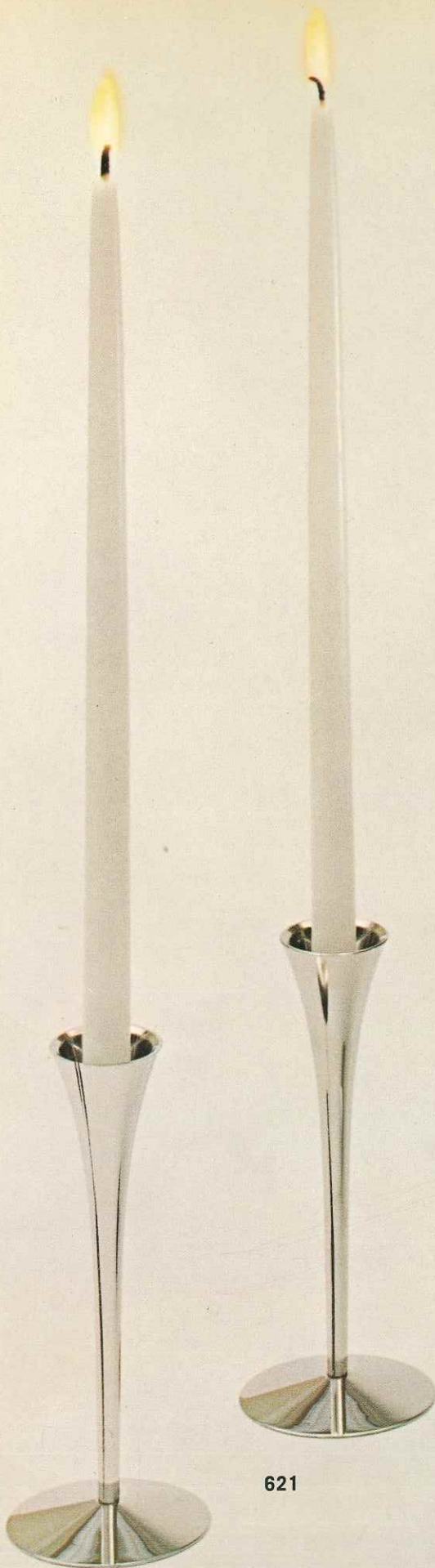
Design Patents Pending.
MAILERS AVAILABLE at 23¢ each, net.
1-4A 5B

The Silhouette Combination

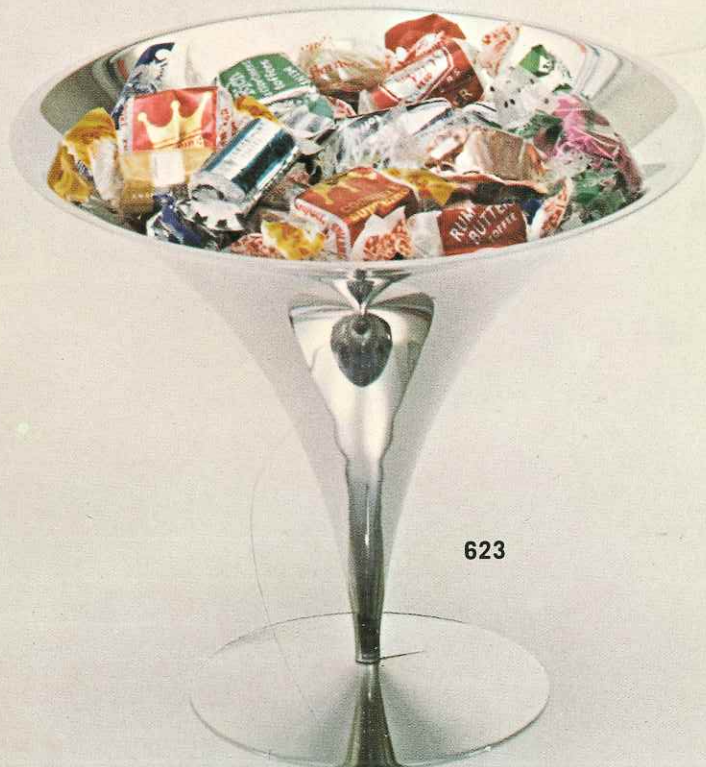
The only gift more exciting than the Silhouette Compote or Candle Holder is the Silhouette Combination, featuring both the round, graceful Compote and the slender, elegant Candle Holders. The buffet or table is alive with artistic splendor when it is set with Silhouette. Packed in gift mailer.

	12-24	25-49	50-99	100-249	250 and up
No. 624	\$12.30	\$12.00	\$11.70	\$11.50	\$10.30

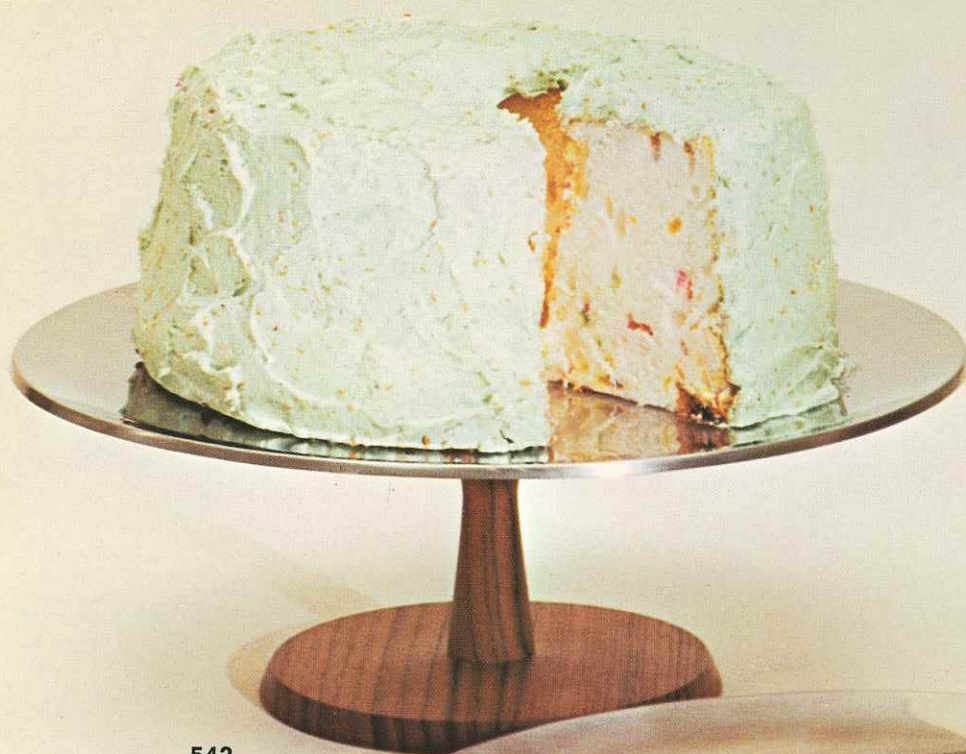
1-4A 5B



621



623



542

The Dalarna Cake Tray

You can have your cake and eat it too, when it's served in elegant style on the Dalarna Cake Tray. And you can have more than cake on this versatile tray. The gracefully contoured stem is removable for simple conversion to a stylish hors d'oeuvres server which fastens easily to the attractively shaped base. The hostess with a decorator's touch is sure to use the Dalarna as an attractive center piece.

Solid Swedish stainless steel and beautifully grained teak wood are used in tasteful combination to form this elegant tray. Shaped to a flat disc with gently sloping edges, the Dalarna is polished to a fine lustrous satin finish.

Refined in style and yet full-sized for serving large groups, the Dalarna boasts a tray diameter of 13-inches and stands 5-inches high as a cake tray and 1 $\frac{3}{8}$ -inches high as an hors d'oeuvres server. A fine stainless steel cake knife and server is available.

Packed in a fine black and silver gift box with an appropriate romance card.

	12-24	25-49	50-99	100 and up
No. 542	\$13.90	\$13.60	\$13.40	\$13.20

No. 346 Cake Knife and Server optional at \$3.50 in any quantity.
MAILERS AVAILABLE at 30¢ each, net.

A



629

The Triad Candle Holder

At dinner tables — with arrangements of china or flowers — and on sideboards and mantels — the Triad will be notable.

The softly polished walnut base holds three bright metal tubes of varying heights. Candles are standard tapers; replacements available at retail stores. Base is 4-inches square, with openings in which holders of varying heights stand firmly. Maximum overall height, including base is 3 $\frac{3}{8}$ -inches.

Packed in a gift mailer at no extra charge with three 12 $\frac{1}{2}$ -inch candles and romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 629	\$3.60	\$3.50	\$3.45	\$3.10	\$2.80

U.S. Patent D-197,855.
1-3A 4B 5C



526



528



527

The Landskrona

Created to function as a vegetable dish with a cover to keep foods warm or as two separate serving dishes — the Landskrona is a welcome and much desired gift. These beautiful dishes are identical in form and shape, except that one is slightly deeper than the other. Swedish craftsmen formed them from 18/8 chrome-nickel stainless steel.

You may select the Landskrona as a complete set — dish with cover, or either dish. Both pieces are 9½ by 7½-inches. One dish is 1¾-inches high, the other 1¼-inches high.

Attractively packaged in a black and silver gift box with appropriate romance card.

	12-24	25-49	50-99	100 and up
No. 526 (Set)	\$12.25	\$12.00	\$11.75	\$11.50
No. 527 (Shallow Bowl)	\$ 6.40	\$ 6.20	\$ 6.00	\$ 5.90
No. 528 (Deep Bowl)	\$ 6.80	\$ 6.60	\$ 6.40	\$ 6.30

Design Patents Pending.
MAILERS AVAILABLE at 18¢ each, net.
A

The Borgholm

Stainless steel is increasingly popular at even the most fashionable dinner tables. And stainless steel is at its brilliant best in the Borgholm divided vegetable dish. The Borgholm is designed to hold two vegetables at a time: peas and carrots, spinach and sweet potatoes or any other combination on the menu. Also suitable for relishes, dips and a manifold of other serving occasions.

The dish is formed of 18/8 chrome-nickel stainless steel — non-tarnishing, beautifully durable and made in Sweden. Size: 12½ by 8 by 1½-inches. Comes in black and silver box with romance card.

	12-24	25-49	50-99	100 and up
No. 512	\$7.70	\$7.50	\$7.30	\$7.15

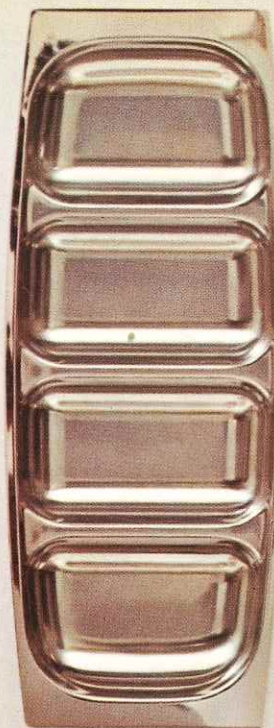
U.S. Patent D182,626.
MAILERS AVAILABLE at 19¢ each, net.
A



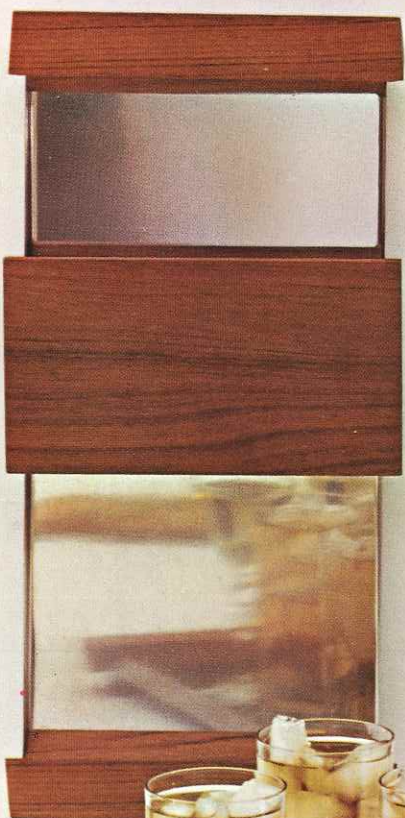
512



500



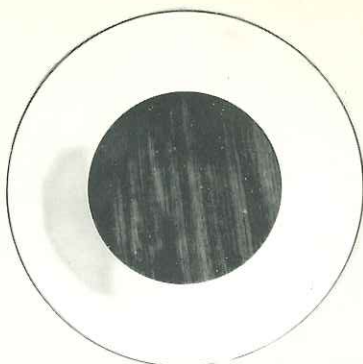
524



505

541





The Deluxe Serving Tray

Wood and metal in tasteful combination create a refreshingly modern motif in the stunning De Luxe Serving Tray. Simple and symmetrical, unique and unusual, the De Luxe is a serving tray, cutting board, and attractive center piece all in one.

Sweden's finest chrome-nickel stainless steel is artfully formed into a disc with a gently turned edge and buffed satin finish. The center is depressed to form a flat, round base and a block of carefully selected teak wood fits snugly into the depression. The outer stainless perimeter makes a handsome hors d'oeuvre server, while the teak center is a convenient cutting board for cheeses and meats.

A party-sized tray, the De Luxe Serving Tray is 14³/₈-inches in diameter and stands one-inch high. Packed in a deluxe black and silver gift box with appropriate romance card.

	12-24	25-49	50-99	100 and up
No. 500	\$14.50	\$14.00	\$13.80	\$13.60

MAILERS AVAILABLE at 30¢ each, net.
A



The Torsholm

The serving tray for all occasions — from an impromptu buffet to a formal dinner — is the chic, sleek Torsholm. Born of imaginative contemporary design, flawless Swedish craftsmanship, and the finest 18/8 chrome-nickel stainless, this distinctive gift will mark its sender as the finest friend and its recipient as the perfect host.

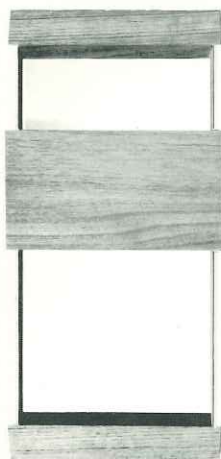
Clean, simple, the Torsholm presents a unique and rare study in symmetry as graceful, flowing contours form two pairs of matching compartments. Long elegant rims on either end which serve as handles are at once stylish and functional, making the Torsholm a delight to pass from hand to hand. A lifetime of lustre is captured in its radiant combination satin and mirror finish.

Ideal for serving hors d'oeuvres, candies, nuts or salad dressings, this exclusive holloware is 15⁵/₈-inches long, 6-inches wide, and 7⁷/₈-inch high.

Packed in a deluxe black and silver gift box with an appropriate romance card.

	12-24	25-49	50-99	100 and up
No. 524	\$8.70	\$8.50	\$8.30	\$8.10

Design Patents Pending.
MAILERS AVAILABLE at 17¢ each, net.
A



The Elite Serving Tray

A versatile tray for the versatile hostess. Unmatched in style, beauty and utility, the Elite will receive frequent call as a serving tray for cocktails, highballs and other refreshments. Perfect for parties — it's light, easy to handle, with ample space for serving. In constant use while entertaining, this attractive tray may also be used for hors d'oeuvres and as a cutting board for cheeses and meats.

When used as a cutting board, the solid teak block, precision-grooved and broad-surfaced, is placed over the sides of the tray. The block is easily removed for conversion to an elegant serving tray.

A unique motif of metal and wood is provided by a tasteful combination of stainless steel and beautifully grained teak wood hand carved in Germany. The fine satin finish of the steel and the matched-grained teak handles lend beauty and grace to the contemporary design.

The Elite is a party-sized tray at 18-inches long, 8¹/₂-inches wide and 1¹/₄-inches high.

Packed in an attractive gift mailer at no extra charge with an appropriate romance card.

	12-24	25-49	50-99	100 and up
No. 541	\$10.00	\$9.80	\$9.60	\$9.40

A



The Gallivare

Seldom has a serving dish been given such grace and loveliness! And this has been accomplished by Swedish craftsmen in 18/8 chrome-nickel stainless steel. Its contoured form makes it a unique gift.

Compartments can hold pate, hors d'oeuvres, cheese, crackers, candies, mints, relishes, dips, etc. . . . to meet the needs of a whole evening's entertaining. The dish is practical on the coffee table, dinner table or buffet.

With the bearing the Gallivare is a functional and resplendent Lazy Susan. Used alone, without the bearing, it is a superb serving tray. Dish measures approximately 14¹/₂-inches in diameter. It is packaged in an attractive gift mailer at no extra charge, with romance card.

	12-24	25-49	50-99	100 and up
No. 505 (Dish)	\$16.00	\$15.60	\$15.30	\$15.00

U.S. Patent D-197,022.
A
No. 504 (Bearing) \$2.50 each for any quantity.
C

The Asgaard Sugar and Creamer

The dining table comes alive when it is set in the contemporary and artful Asgaard style. Dazzling in beauty, elegant in taste, functional in design, the Asgaard Sugar and Creamer is the gift extraordinary. This unique and exciting set is the latest addition to the famed Asgaard family of fine tableware.

A rare find in the new and unusual, the Sugar and Creamer are shaped from Swedish 18/8 chrome-nickel stainless steel, the finest metal known to modern metallurgy. The pleasing symmetry and uninhibited sweeping lines which characterize the Asgaard style are accented by a flawless combination satin and mirror finish.

Light to the touch, easy to handle, both Sugar and Creamer are 5 1/2-inches long, 2 3/4-inches wide and 2-inches high. A stainless steel sugar spoon is available.

Packed in a fine black and silver gift box with an appropriate romance card.

	12-24	25-49	50-99	100 and up
No. 589 (Set of 2)	\$9.00	\$8.80	\$8.65	\$8.50
No. 589-03 Sugar Spoon optional at 75¢ in any quantity.				

U.S. Design Patent Nos. D-189,882, D-192,606.
MAILERS AVAILABLE at 14¢ each, net.

A

The Asgaard Salt and Pepper

Salt and pepper shakers take on new form in the Asgaard motif. The oval shakers are of always-bright, non-tarnishing 18/8 chrome-nickel stainless steel. The Asgaards are radiant jewels, brilliant with the finest sterling, china and crystal. Elegant — unusual — eminently satisfying.

Shakers are 1 3/4-inches tall and 1 5/8-inches wide. Packaged in sets of two or four in a handsome platform gift box, with an appropriate romance card.

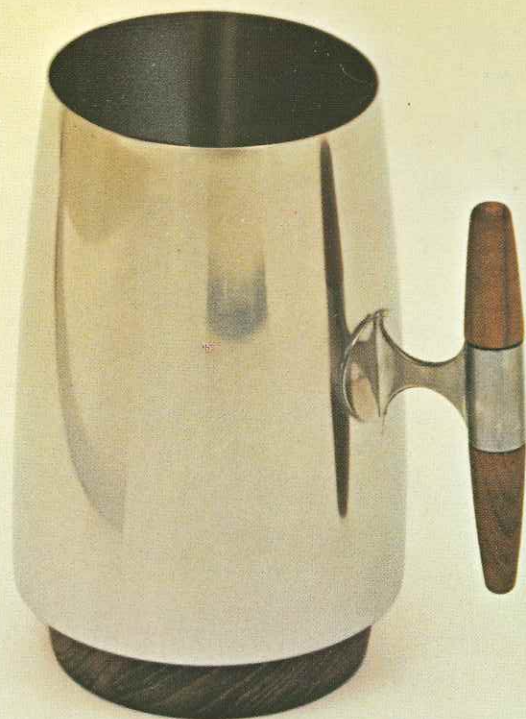
	25-49	50-99	100-249	250 and up
No. 557-2 (Set of 2)	\$ 6.30	\$ 6.20	\$ 6.10	\$ 5.45
No. 557-4 (Set of 4)	\$12.30	\$12.10	\$11.90	\$10.70

Design Patents Pending.
MAILERS AVAILABLE at 15¢ each, net.
1-3A 4B



589

557



501

The Gustav Beer Mug

Here's a manly trophy! Here's a tankard full of friendship! Here's the Gustav — a beer mug such as few men have ever had! The trophy quality Gustav is made in Sweden of heavy 18/8 chrome-nickel stainless steel. The sturdy base and the accents on the handle are golden teak, hand rubbed to a soft glow. The mug has a capacity of more than 12 ounces and measures 5½-inches high and 3½-inches wide at the bottom. Packaged for pleasure in a gift mailer at no extra charge, with an appropriate romance card. See inside back cover for engraving cost.

	12-24	25-49	50-99	100 and up
No. 501	\$14.50	\$14.00	\$13.50	\$13.25
U.S. Patent D-197,407. A				

La Petite

Relishes look fresh, and their colors are accented, when held in this gracious stainless steel tray — a bright spot at the dinner table. Although the tray was designed especially for relishes it can be used for general utility purposes: to hold a row of crackers, a butter quarter, mints, chocolates or as a decorative trophy. La Petite was formed by Swedish craftsmen from 18/8 chrome-nickel stainless steel into a citation quality tray!

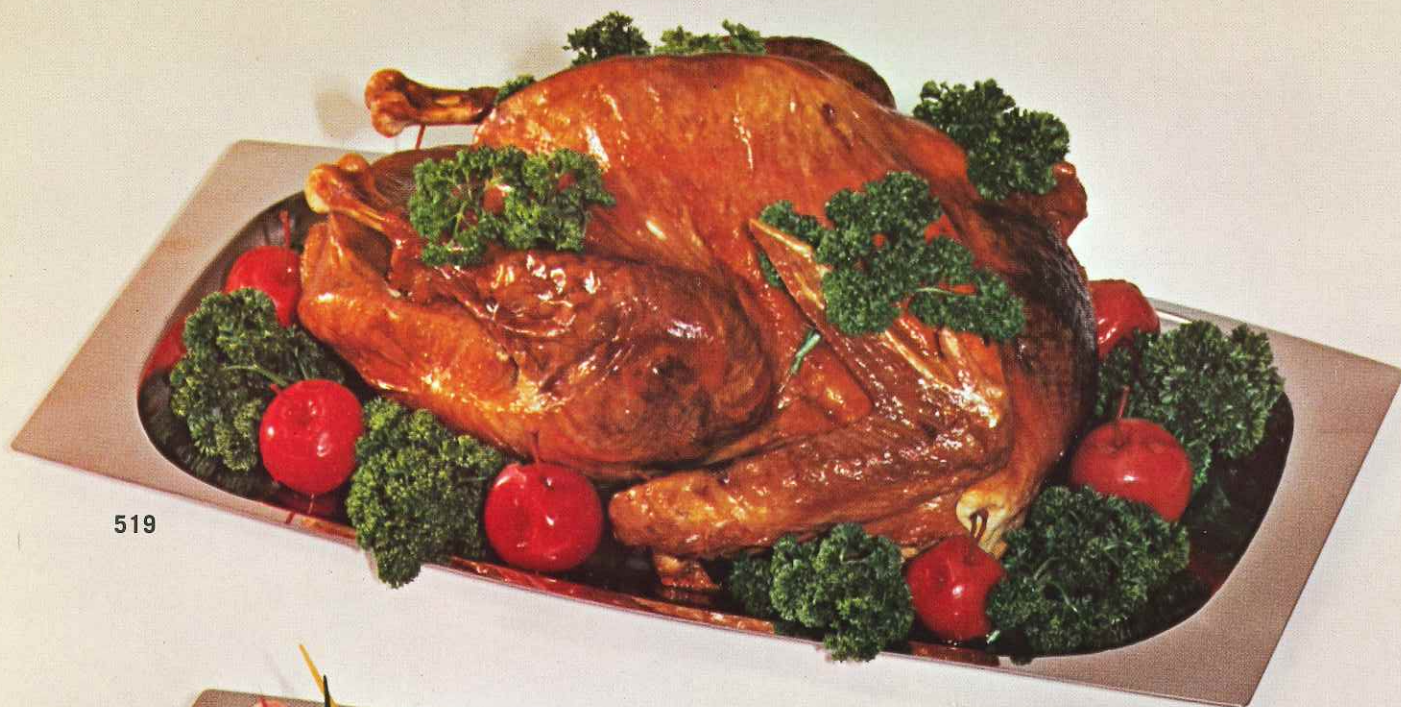
Tray measures 3½ by 10-inches. Packaged in a black and silver gift box with an appropriate romance card. See inside back cover for engraving cost.

	25-49	50-99	100-249	250-499	500 and up
No. 568	\$3.90	\$3.80	\$3.75	\$3.35	\$3.00

MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B 5C

568

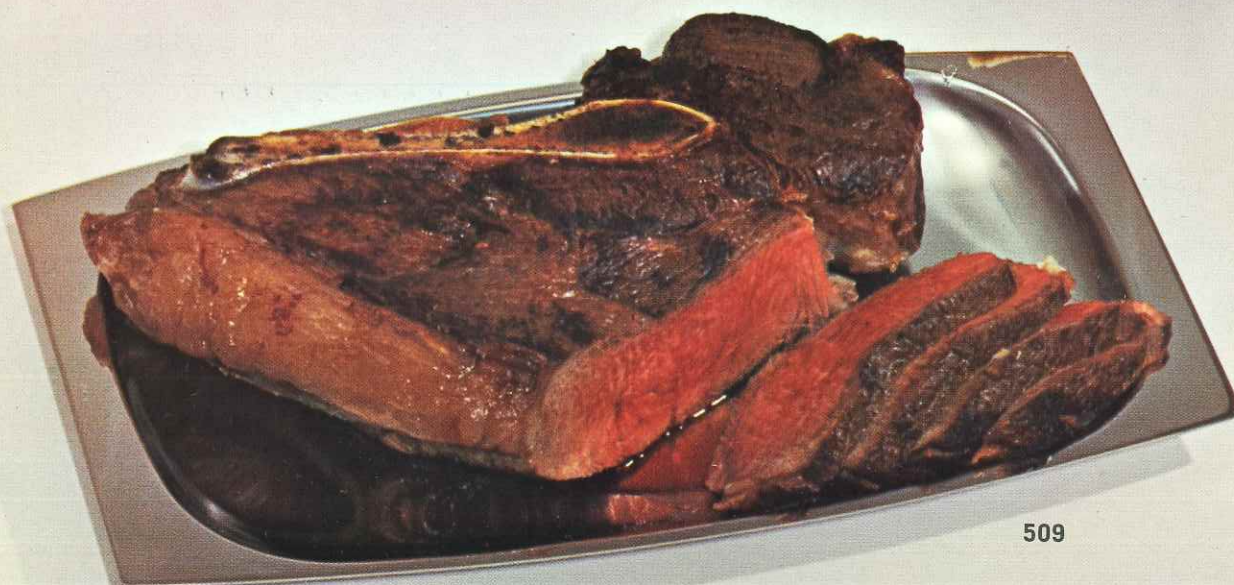




519



576



509

The Kungsholm-Gripsholm-Svaneholm

Trophy quality in stainless steel. Made in Sweden by craftsmen whose work is the product of centuries of tradition. The most modern techniques in metallurgy and chemistry perfected this 18/8 chrome-nickel steel. The result is a symphony of durability and shining loveliness formed in metal. These are gifts for a lifetime.

THE KUNGSHOLM measures 17½ by 10⅞-inches. It is large enough for a turkey, roast, or ham ready for carving.

THE SVANEHOLM is full size too, measuring 15½ by 6-inches. It is a masterpiece of utility. Just the thing for bread, rolls, for snacks, for hors d'oeuvres, or for relishes. Is also a lovely decorative centerpiece for the table.

THE GRIPSHOLM is 12½ by 7¾-inches. Ideal for candies, nuts, hors d'oeuvres, sandwiches, and cake. A wonderful platter for sizzling steaks, too. Can be placed directly under the broiler without damage. All are packed with romance cards in deluxe gift boxes. See inside back cover for engraving costs.

	12-24	25-49	50-99	100 and up
No. 519 Kungsholm	\$12.80	\$12.40	\$12.00	\$11.80
No. 576 Svaneholm	7.70	7.40	7.20	7.00
No. 510 Gripsholm (set of 2)	12.60	12.30	12.00	11.70
No. 509 Gripsholm (Single)	6.60	6.40	6.20	6.10

U.S. Patent D182,626.
MAILERS AVAILABLE: 509 and 510, 15¢; 576, 17¢; 519, 23¢ each, net.
A



The Flair Hurricane Lamp

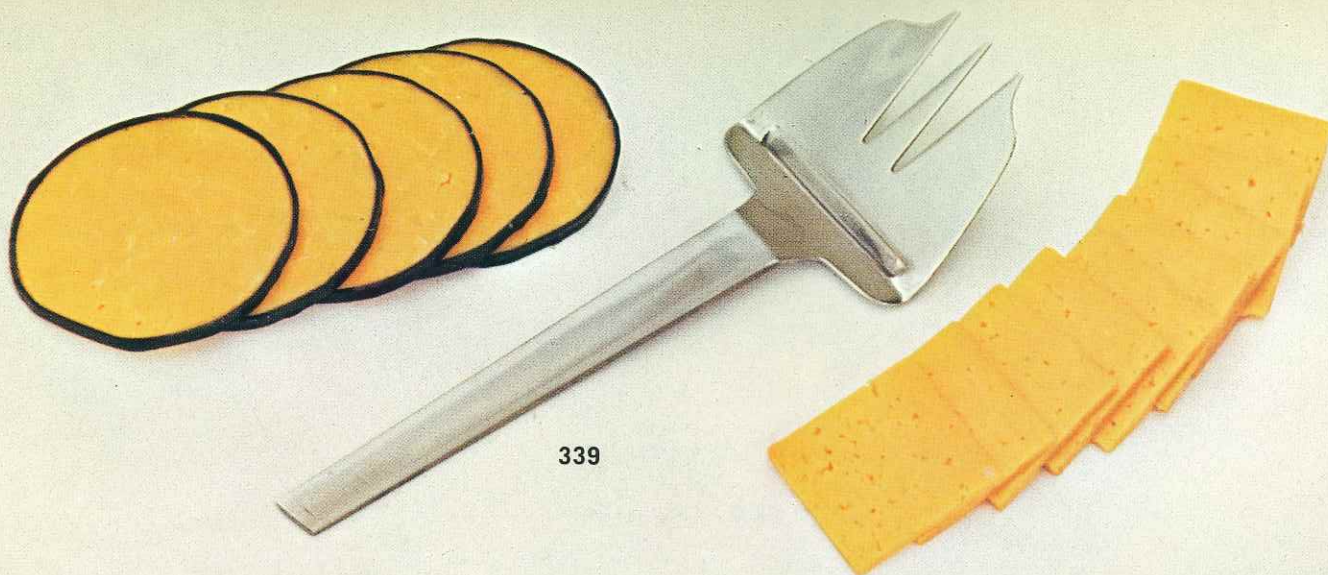
For mantel decoration, for the candlelit dinner table, for lighting enchantment on the patio — the Flair is a new and smart remembrance gift idea.

A glass chimney rests on a heavy base made of nickel-plated metal and hand rubbed walnut. The glimmering glass of the chimney, the lustrous metal, and the polished wood total up to an exquisite lamp of remarkable good taste.

Lamp is 9½-inches tall, 4-inches wide. Packaged in attractive gift mailer at no extra charge with an appropriate romance card.

	12-24	25-49	50-99	100 and up
No. 605	\$7.20	\$7.00	\$6.80	\$6.60

A



339

The Viennese Slicer-Server

Made in Austria of fine stainless steel and in the same design as the Viennese Serving Spoons. With The Viennese Slicer-Server, host or guest can easily slice cheese smoothly with a single stroke. Between the tines and handle is a serrated blade. Simply glide the underside of the Server backward over the cheese and the slice, sliver thin or man size thick depending on pressure exerted, appears on the top surface. The server may also be used as a fork with meat and other foods.

The Server is 8⁵/₈-inches long, 2³/₄-inches wide. Packaged in a black and silver gift box with an appropriate romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 339	\$2.95	\$2.85	\$2.80	\$2.50	\$2.25

U.S. Patent D-197,620.
MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B 5C

The Viennese Serving Spoons

The Swordsmakers of Steyr in Austria have adapted an American design to bring you this lovely set. The Viennese Serving Spoons are made of solid stainless steel, polished to sparkle a lifetime without staining or rusting. Perfect for serving vegetables, salad or buffet. Handles are offset so they will rest on the edge of the serving dish. The bowl of the vegetable spoon is slotted to let the juice drain off and make serving carefree. The sleek lines of the spoons are such that they blend readily with traditional or modern silverware at any dinner table.

Spoons are 9⁷/₈-inches long. Packed in a fine flannel roll in a black and silver gift box with an appropriate romance card.

	25-49	50-99	100-249	250 and up
No. 565	\$5.10	\$4.90	\$4.30	\$3.85

Design Patents Pending.
MAILERS AVAILABLE at 12¢ each, net.
1-2A 3B 4C



565

The Delmanico Buffet Set

A new concept in buffet or dining implements, the Delmanico is light, bright and versatile. Not only will they cut through your favorite meats and cheeses, but will serve well as miniature carving instruments.

Hot-forged and quenched as single units from solid pieces of gleaming stainless steel, this distinctive tableware bears the hallmark of Old World craftsmanship united with modern design. Each highly functional unit is 7 $\frac{7}{8}$ -inches long.

Packed with an appropriate romance card in an original import case stamped with the crest of the ancient Swordsmakers' Guild. Also available in a fine flannel roll, neatly tied and gift boxed.

	25-49	50-99	100-249	250-499	500 and up
No. 433 (in flannel)	\$3.90	\$3.80	\$3.70	\$3.30	\$2.95
No. 443 (in import case)	4.70	4.60	4.50	4.00	3.60

U. S. Patent D-189,243.

MAILERS AVAILABLE: No. 433, 12¢ and 443, 13¢ each, net.

1-3A 4B 5C

The Delmanico Holiday Set

When the call is for refreshments, there's nothing better than preparing your favorite beverage with the stylish aid of the ultra-modern Delmanico Holiday Set. Crafted in Austria by the centuries-old Swordsmakers' Guild of Steyr, this exquisite three-piece ensemble is fashioned from solid pieces of the finest stainless steel and polished to a mirror-like brilliance with contrasting satin-finished handles.

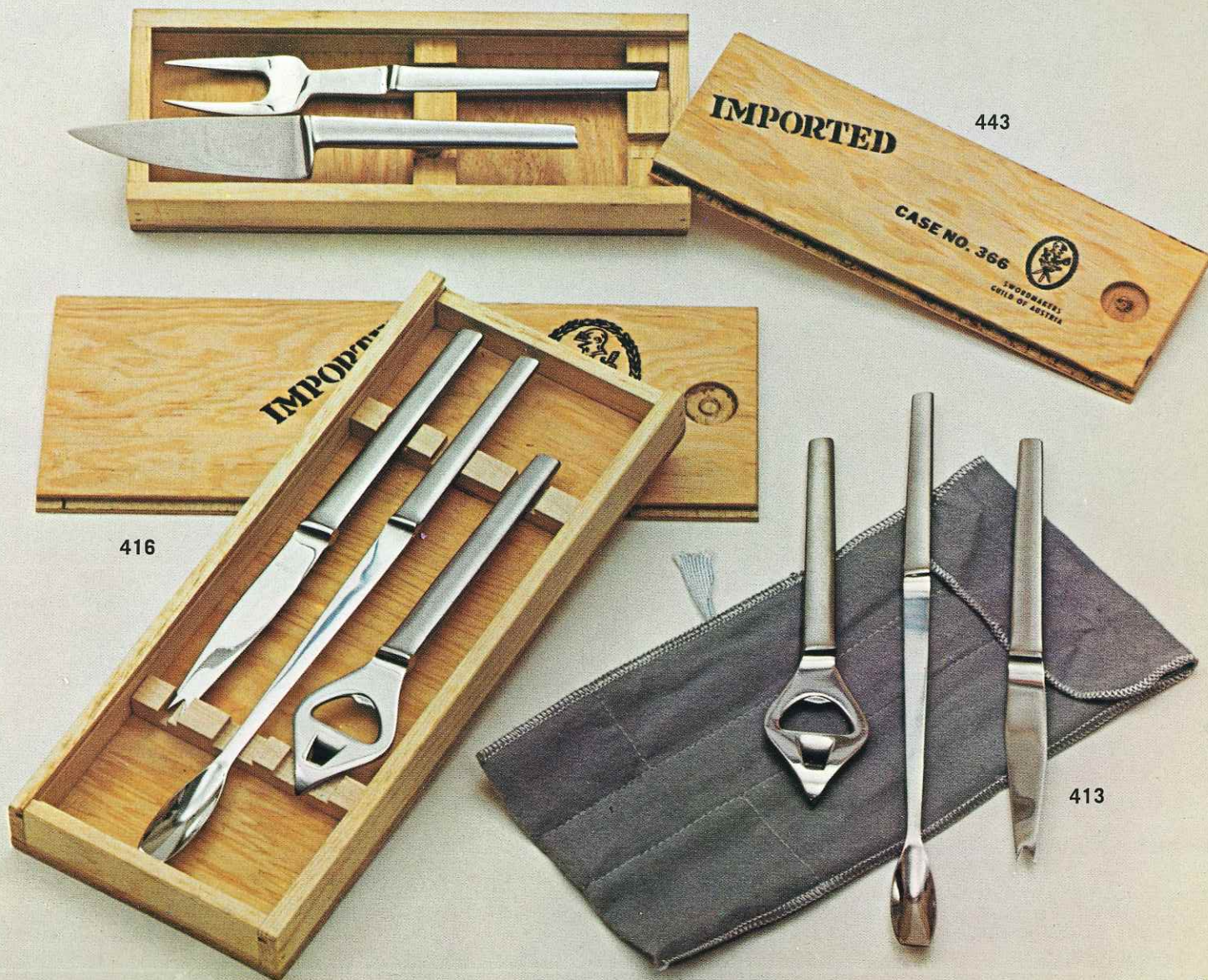
The handsome knife is a multi-purpose tool with a serrated edge for clean cutting of oranges, lemons and limes; a honed edge for use in paring, and a forked tip for spearing olives, onions, and cherries. The swizzle spoon is 10 $\frac{1}{4}$ -inches long and makes mixing easy in even the deepest glass. The sturdy, long-handled bottle opener and can piercer removes caps and punches holes effortlessly.

Packed with an appropriate romance card in an original import case stamped with the crest of the Ancient Swordsmakers' Guild. Also available in a fine flannel roll, neatly tied and gift boxed.

	12-24	25-49	50-99	100-249	250 and up
No. 413 (in flannel)	\$6.20	\$6.10	\$6.00	\$5.35	\$4.80
No. 416 (in import case)	7.60	7.40	7.20	6.40	5.75

MAILERS AVAILABLE: 413, 12¢ and 416, 15¢ each, net.

1-3A 4B 5C



The Delmonico Steak and Carving Set

If you want to cause a stir with your gift, send this combination. Rarely has anything so impressive been seen on the gift market. The set is composed of the Delmonico Carving Set plus the Delmonico Steak Set illustrated on these pages. Packaged in a slide-top original import case imprinted with the crest of the Ancient Swordsmakers' Guild of Austria. A suitable romance card is also included. Anyone seeing this package knows immediately that here is something extraordinary and very, very special. And they would be right. Quality is implicit in every shining inch of these sleek, beautiful implements. Send this Delmonico Set, it will mark you as a man to remember.

	12-24	25-49	50-99	100-249	250 and up
No. 307	\$19.10	\$18.80	\$18.50	\$16.50	\$14.75

MAILERS AVAILABLE at 20¢ each, net.
1-3A 4B 5C

The Delmonico Steak Set

This lovely set of matched steak knives was compounded of 20th century magic in metallurgy and a thousand years of skill and experience in making the world's finest cutlery. The Swordsmakers of Steyr in Austria hot forged these knives of everlasting stainless steel, and hand finished them to a glowing satin and mirror finish. They will never rust, stain, chip, nor tarnish.

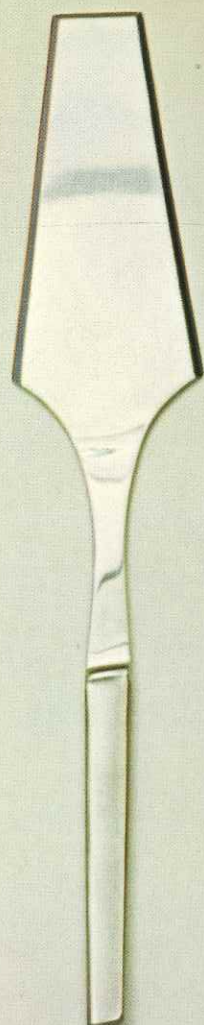
Each blade is scientifically shaped for efficient cutting, precisely weighted and balanced, and hand honed to a razor edge. This set is made for use, and intended for a lifetime. It is a most fitting way to remember a friend, and to insure that he remembers you. Overall length is 8-inches.

Packed with an appropriate romance card in an original import case stamped with the crest of the ancient Swordmaker's guild. Also available in a fine flannel roll, neatly tied and gift boxed.

	12-24	25-49	50-99	100-249	250 and up
No. 317 (in import case)	\$9.60	\$9.40	\$9.20	\$8.20	\$7.40
No. 318 (in flannel roll)	\$8.80	\$8.60	\$8.40	\$7.50	\$6.75

MAILERS AVAILABLE #317 @ 14¢; #318 @ 12¢ each, net.
1-3A 4B 5C





375



306



368



The Delmonico Carving Set

From the Swordmaker's Guild that fashioned the weapons of the Crusaders comes the superbly crafted Delmonico Two-Piece and Three-Piece Carving Sets. Wrought by the skilled hands of Austrian master craftsmen, these distinctive carving instruments set a new tone in the artistic and functional.

The Three-Piece Set consists of a basic carving knife, a ham slicer, and a two pronged serving fork. The Two-Piece Set comes without the ham slicer. All instruments are hot-forged from solid pieces of stainless steel and hand-rubbed to a contrasting satin and mirror finish. The knives are balanced to make carving easy and pleasant, and precision honed to a sharp edge to stay keen longer and re-sharpen easily.

Both the Delmonico sets are chef-sized; the Carving Knife is 13½-inches long and the Ham Slicer is 14-inches, the Fork 11-inches.

Packed in a fine flannel roll neatly tied and gift boxed. Also available in an original import case.

	12-24	25-49	50-99	100-249	250 and up
No. 368 (2 pc. in flannel)	\$6.60	\$6.45	\$6.30	\$5.60	\$5.00
No. 369 (2 pc. in import case)	7.80	7.65	7.50	6.70	6.00
No. 365 (3 pc. in flannel)	9.30	9.10	8.90	7.90	7.10
No. 306 (3 pc. in import case)	10.70	10.50	10.30	9.20	8.25

MAILERS AVAILABLE: 368, 12¢; 369, 15¢; 365, 12¢ and 306, 17¢ each, net.
1-3A 4B 5C

The Delmonico Barbeque Set

When it's barbeque time, it's Delmonico time among distinguished hosts and hostesses. No modern barbeque setting is complete without the graceful and elegant stainless steel Delmonico fork and knife-spatula. A fitting compliment to the particular chef.

Made in Austria by the famed Steyr Guild steeped in 400 years of swordmaking experience. Each implement is hot-forged from glistening stainless steel and polished to a combination mirror and satin finish that will never rust, chip or tarnish.

The perfect balance of the long handles makes use over the hottest barbeque grill easy and safe. One edge of the knife is honed to cutting sharpness and the other is serrated for clean effortless cutting. The prongs of the sleek fork are arrayed in triangular fashion to make turning the largest steaks easy for even an amateur chef. Both implements are 15-inches long.

Packed with an appropriate romance card in an original import case proudly displaying the imprint of the Austrian Swordmaker's Guild on the cover. Also may be had in a fine flannel roll, neatly tied and gift boxed.

	12-24	25-49	50-99	100-249	250 and up
No. 375 (in flannel)	\$10.20	\$10.00	\$9.80	\$8.75	\$7.90
No. 376 (in import case)	11.30	11.10	10.90	9.75	8.80

MAILERS AVAILABLE: 375, 14¢ and 376, 19¢ each, net.
1-3A 4B 5C

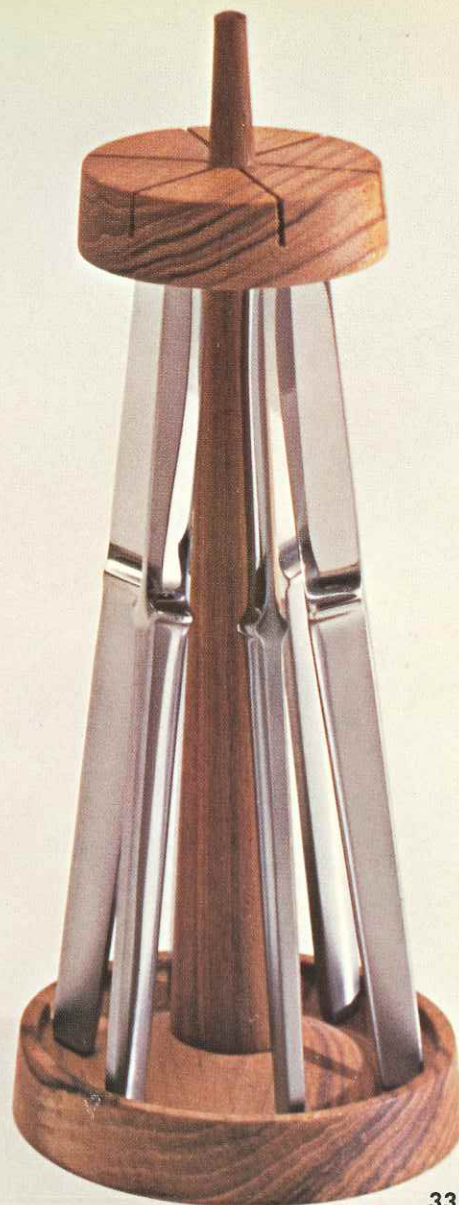
The Delmonico Steak Knife Ensemble

Steak knife edges last longer when individually protected from other cutlery, and the Delmonico Steak Knife Stand was constructed to give that kind of protection. It has six slots so knives rest vertically and independently — and show-off brilliantly!

Stand is made of teak and measures 9⁷/₈-inches tall and 4¹/₈-inches in diameter. With six Delmonico Steak knives it can be carried easily to buffet, dinner or picnic table, where diners can select their own knives.

Packaged in an attractive gift mailer at no extra charge with an appropriate romance card.

No. 335				
12-24	25-49	50-99	100-249	250 and up
\$11.80	\$11.60	\$11.40	\$10.20	\$9.20
1-3A 4B 5C				



335

The Delmonico Game Shears

These powerful game shears have much to recommend them as prestige builders. The appearance is distinguished: they have the same sleek streamlining as the Delmonico Steak and Carving Sets. The design is ingenious and the construction rugged.

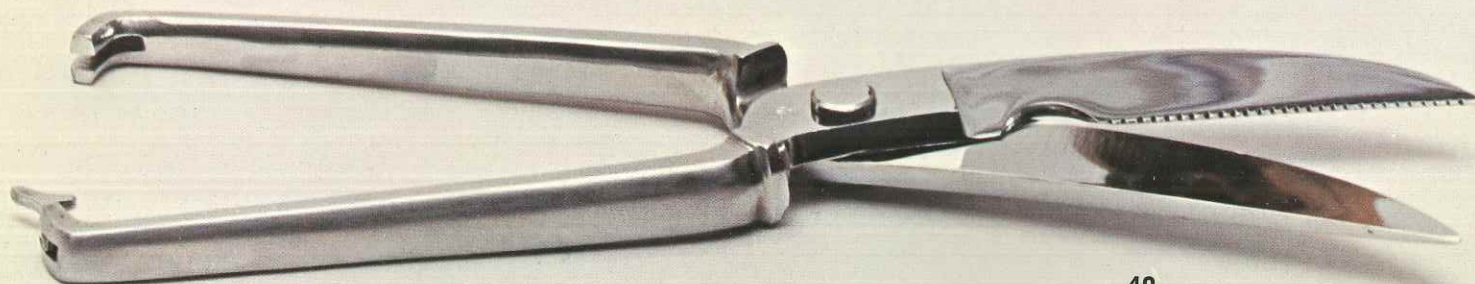
A tool that will be welcome in any household. The compound action snips through poultry bones with ease. With one serrated blade, short work is made of trimming and cutting the toughest gristle. These shears have proved a great help in cutting frozen foods, too.

Made of tempered scissor-steel, the instrument is fully chrome plated, and hand polished to a beautiful bright and satin finish. A concealed spring pushes the handles apart. The action is positive and dirt-proof. Length is 10¹/₂-inches.

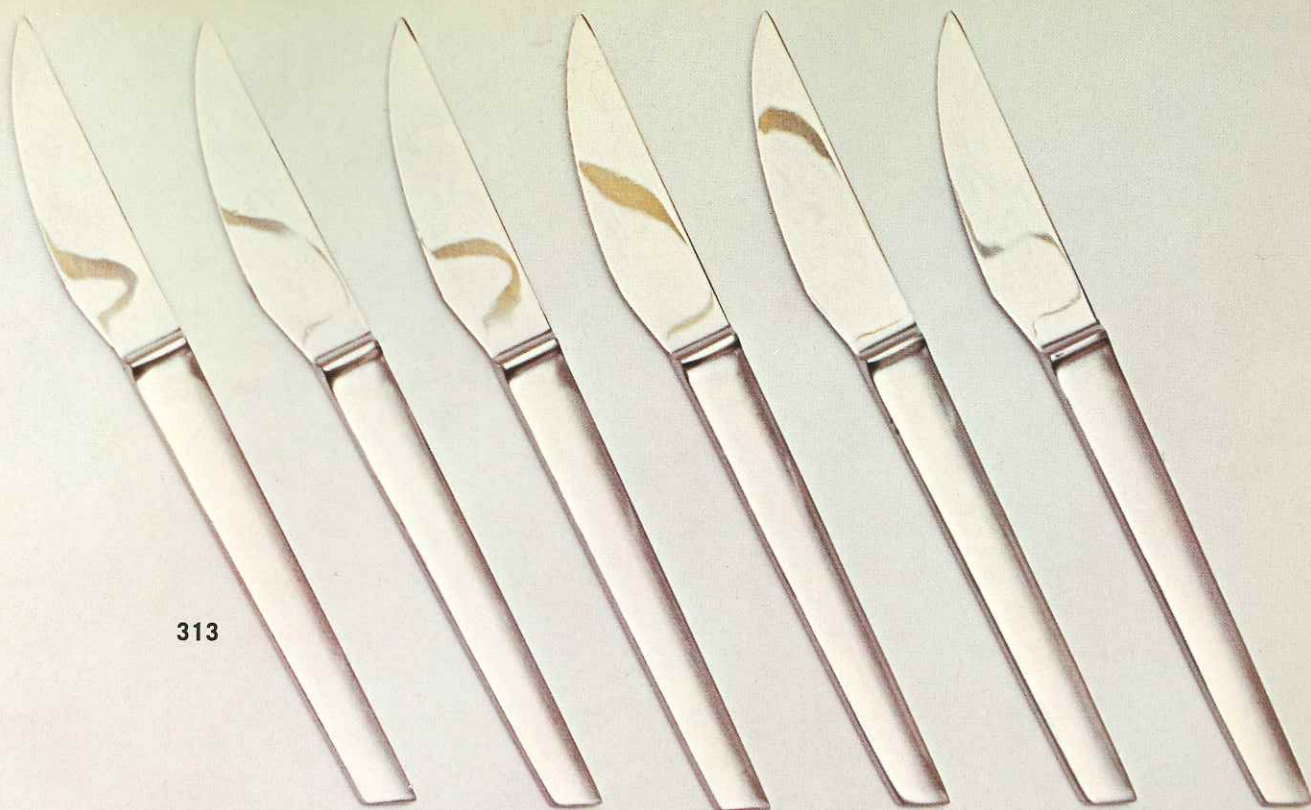
A remembrance with impact, reflecting a value far beyond its cost.

Packed in a fine gift box with an appropriate romance card. Also available in an original import case.

	25-49	50-99	100-249	250-499	500 and up
No. 40 (in gift box)	\$4.90	\$4.70	\$4.60	\$4.10	\$3.65
No. 42 (in import case)	5.90	5.70	5.60	5.00	4.50
U.S. Patent D-176,994.					
MAILERS AVAILABLE: 40, 11¢ and 42, 14¢ each, net.					
1-3A 4B 5C					



40



313

The Tuscany Steak Knives

Lovely lines sweeping into bold planes mark this set of imported European steak knives. Forged in one piece from solid stainless steel and hand polished to a luxurious contrasting satin and bright finish, they make a truly flattering gift in the best of taste. Eight inches long, tip to tip, and scientifically weighted, balanced, and sharpened, the Tuscany Steak Knife Set is a superb quality gift at a practical price. Here is extraordinary value in a lifetime remembrance. Give these Tuscany Knives with confidence. You can be sure they will be welcomed and used.

Packed in a fine flannel roll in a deluxe black and silver gift box with an appropriate romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 313	\$6.65	\$6.55	\$5.85	\$5.28	\$5.20

MAILERS AVAILABLE at 12¢ each, net.
1-2A 3B 4-5C

After Five

New, different, a rare treat in a cocktail serving set — the After Five.

When the gracious host stirs iced beverages with the exotic swizzle spoon, he is certain to stir the envy of every discriminating guest. Its slender and graceful mate, the cocktail fruit fork, will also evoke raves as it makes spearing olives, onions and cherries a delight and drink preparation an art.

Bar instruments par excellence, the After Five beverage mixer and fruit fork are superbly fashioned by European craftsmen from cast metal delicately plated with gleaming nickel. The easy-to-grip handles are expertly carved from selected walnut.

Keynoted by simple, elegant lines, the contemporary design harmonizes beauty with utility in these strikingly smart and functional bar utensils. Light, bright and perfectly balanced for precise stirring and spearing, this unique combination measures nine inches long.

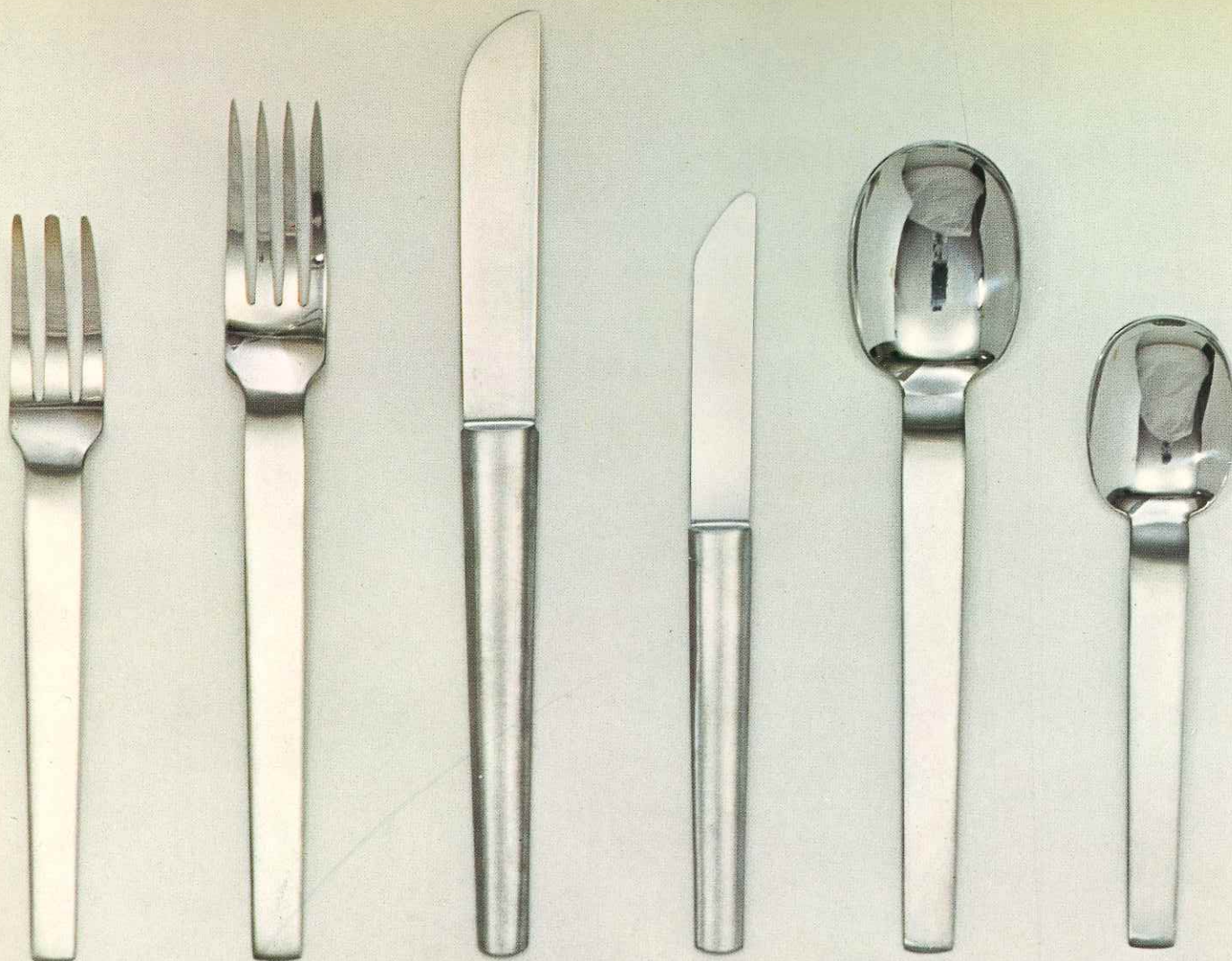
Packed in a fine black and silver gift box with an appropriate romance card.

	50-99	100-249	250-499	500-999	1000 and up
No. 327	\$2.50	\$2.40	\$2.10	\$1.87	\$1.85

MAILERS AVAILABLE at 12¢ each, net.
1-2A 3B 4-5C



327



Mood Moderne

Winner of the GOOD DESIGN AWARD of the Museum of Modern Art

This flatware is not only designed for beauty, but for functional use as well. The unusual shape of the knife blade, together with the extreme concavity of the forks and spoons, makes dining both easier and more pleasant. All the implements are full size. The Dinner Fork measures 8", Dinner Knife 8³/₄", and Soup Spoon 7³/₈".

The knives, forks and spoons are made of high quality stainless steel. All of the implements are beautifully polished, with satin finished handles. Supreme in design, incomparable in quality, this lovely flatware was made by European master craftsmen with centuries of experience in cutlery making behind them. It is a gift of which you can be very proud.

This set comes wrapped in a fine flannel pouch that can be used permanently. Packed in a black and silver gift box with an appropriate romance card.

		6-11 Sets	12-24 Sets	25-49 Sets	50 and up Sets
No. 1424	6 pc. place setting. Service for four (24 pcs.)	\$17.65	\$17.15	\$16.95	\$16.75
No. 1636	6 pc. place setting. Service for six (36 pcs.)	26.25	25.45	24.95	24.70
No. 1848	6 pc. place setting. Service for eight (48 pcs.)	34.60	33.65	33.05	32.75
No. 1420	5 pc. place setting. Service for four (20 pcs.)	13.70	13.40	13.15	13.05
No. 1630	5 pc. place setting. Service for six (30 pcs.)	20.20	19.70	19.40	19.20
No. 1840	5 pc. place setting. Service for eight (40 pcs.)	26.70	25.90	25.50	25.30
No. 1416	4 pc. place setting. Service for four (16 pcs.)	11.70	11.40	11.20	11.10
No. 1624	4 pc. place setting. Service for six (24 pcs.)	17.15	16.70	16.40	16.25
No. 1832	4 pc. place setting. Service for eight (32 pcs.)	22.70	22.10	21.70	21.50

Six-piece place setting consists of salad fork, dinner fork, dinner knife, butter spreader, soup spoon and teaspoon.

For five-piece service — eliminate butter spreader.

For four-piece service — eliminate butter spreader and salad fork.

U.S. Patent Nos. D-173,784, D-173,785, D-173,786.

MAILERS AVAILABLE at 16¢ each, net.

C

Now offered in a deluxe mahogany finished chest lined with soft Ruby Duvetyn fabric.



	6-11 Sets	12-24 Sets	25-49 Sets	50 and up Sets
No. 1106	\$36.50	\$35.50	\$35.00	\$34.50
6 pc. place setting. Service for six (36 pcs.)				
No. 1108	\$44.50	\$43.50	\$42.75	\$42.25
6 pc. place setting. Service for eight (48 pcs.)				
No. 1112	\$59.75	\$58.75	\$58.00	\$57.50
6 pc. place setting. Service for twelve (72 pcs.)				

C

The Napoleon Cognac Server

This is the kind of gift a man likes and so seldom gets: cognac glasses and tray — a gift he'll feel is absolutely his own! The set consists of a fine wood tray and six stunning brandy or cognac glasses. The tray has insets to hold the glasses firmly in place. Tray handles are rectangles of satin finished chrome-nickel stainless steel. The hand blown glasses have 5-ounce capacity and come from Czechoslovakia, the home of fine glassware.

Overall length of the server is 24-inches, width — 4¹/₄-inches, height, including glasses — 4¹/₂-inches. Packaged in an attractive gift mailer at no extra charge with an appropriate romance card.

	12-24	25-49	50-99	100 and up
No. 603	\$13.50	\$13.00	\$12.75	\$12.50
A				

La Reine

Shimmering loveliness in glass from the hands of Old World master craftsmen. Tinted a delicate smoke-topaz and hand-blown, the result is a glass of unusual clarity and brilliance. Designed to lend an air of smooth sophistication to any setting, this sparkling decanter set is light, well balanced, and ever so easy to use. The La Reine implies a compliment: the individual receiving it knows at once that he is regarded as having an understanding and appreciation of fine things. Packed in a gift box with suitable romance card.

All that is needed to send the package on its way is a properly addressed mailing label.

	6-11	12-24	25-49	50-99	100 and up
No. 601	\$13.00	\$12.50	\$12.25	\$11.00	\$10.00
MAILERS INCLUDED at no extra charge. 1-3A 4B 5C					



The Florentine Coaster Set

The Florentine Coaster Set is a swashbuckling sensation — a striking gift, and one to be remembered! The set consists of four antiqued metal coasters which are oversize replicas of an ancient coin. On them, any drink looks refreshing! The coasters come in a soft, brown suede leather pouch with drawstring which holds them for storage. They are indeed a collector's item . . . unusual, practical. Coasters measure 3-inches in diameter, 3/16-inch thick.

This outstanding set comes in a black and silver gift box with suitable romance card.

	25-49	50-99	100-249	250 and up
No. 506	\$5.00	\$4.90	\$4.40	\$3.95

BRASS NAMEPLATES for pouch at 10¢ each, net, plus engraving costs and GOLDSTAMPED LEATHER TAGS attached to drawstrings at 5¢ each, net, plus goldstamping costs are available. See inside back cover for details.
MAILERS AVAILABLE at 12¢ each, net.
1-2A 3B 4C

The Encore Coaster and Ash Tray Caddy

These lovely stainless steel trays serve the needs of many occasions. They make sparkling, easy-care, individual ash trays. They form a matched set of beautifully modern coasters, or they can be used appropriately to serve nuts, candies and confections. Made of the world's finest chrome-nickel steel polished to a gleaming satin and bright finish, they will be welcomed with deep satisfaction. The glowing walnut block is itself unusual. For ready use, the trays are placed in the diagonal slots. For storage they nestle one on top of the other in a cavity carved into the wood.

Ad copy is available for the bottom of the caddy base. This can be either gold or silver stamped on an appropriate swatch.

Packed in a fine black and silver gift box with an appropriate romance card.

	25-49	50-99	100-249	250 and up
No. 507	\$6.00	\$5.90	\$5.30	\$4.80

Swatch for bottom of base 5¢ each net, plus cost of gold or silver stamping.

U.S. Patent D-184,651.

MAILERS AVAILABLE at 12¢ each, net.

1-2A 3B 4C



The Florentine Gifts

Gifts so rare, so beautiful that they deserve to be given in combination or sequence. In the Florentine gift items, the excellence of Old World craftsmanship is complemented by the romance of an Old World coin motif. A touch of medieval Europe—a replica of a rare coin—is set in each of these distinctive gifts. All are packed in black and silver gift boxes with appropriate romance cards. See inside back cover for printing and engraving costs.

The Large Florentine Coin Bowl

Designed for use as a decorator piece as well as a serving bowl, the Large Florentine will grace any setting—mantel, buffet, or table.

Fashioned from the finest Swedish stainless steel, this luxury import is buffed to a lustrous finish. Graceful, shapely, unique, the Large Florentine will add extra taste and beauty to its contents, whether fruits, candies or nuts.

A full-sized bowl for generous serving, the Large Florentine is 9-inches in diameter and 2-inches high.

	12-24	25-49	50-99	100-249	250 and up
No. 531	\$6.70	\$6.50	\$6.30	\$5.60	\$5.00

MAILERS AVAILABLE at 21¢ each, net.
1-3A 4B 5C

The Florentine Coin Bowl

Italian craftsmen have given this graceful bowl a master touch. It is solid stainless steel with a lustrous satin finish. Set in the bottom is a replica of an ancient coin.

The bowl is suitable, indeed delightful, for nuts, candies, or general serving. Pairs make sparkling mantel pieces. The Coin Bowl can also be used as a most unusual ashtray. A trustworthy remembrance and a splendid value.

5 1/4-inches in diameter across the top, sloping to 1 3/4-inches at the bottom; 1 1/4-inches high.

	25-49	50-99	100-249	250-499	500 and up
No. 533	\$2.50	\$2.40	\$2.30	\$2.00	\$1.75

MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B 5C

The Florentine Cigaret Server

Two things you notice at once about the Florentine Cigaret Server; the crisp, clean beauty of the design, and the unusual decorative use of the ancient coin motif on the cover.

3 3/4-inches high and 2 1/8-inches in diameter of exceptional quality stainless steel, made to last and serve for a lifetime by Italian Craftsmen. Holds a complete pack of cigarettes, king-size or regular.

	25-49	50-99	100-249	250-499	500 and up
No. 215	\$3.45	\$3.30	\$3.20	\$2.80	\$2.50

MAILERS AVAILABLE at 13¢ each, net.
1-3A 4B 5C

The Florentine Coin Box

A welcome addition to both home and office is the handsome and handy Florentine Coin Box. Attractive on the outside, useful on the inside, this unique stainless steel container is a rare find in beauty and utility. Ideal for convenient storage and safe-keeping of incidentals—from pins and clips to jewelry, candy or tobacco to stamps and coins.

Enjoyable to look at, easy to open, the Florentine is a full-sized container, standing 2-inches high and 3 3/8-inches in diameter. Each box has a removable cork disc on the bottom.

	25-49	50-99	100-249	250-499	500 and up
No. 530	\$4.70	\$4.60	\$4.50	\$4.00	\$3.60

Design Patents Pending.
MAILERS AVAILABLE at 13¢ each, net.
1-3A 4B 5C

The Florentine Smoker's Set No. 533 and No. 215 packed in a black and silver platform gift box are available at the following prices.

	25-49	50-99	100-249	250-499	250 and up
No. 217	\$5.70	\$5.50	\$5.30	\$4.70	\$4.20

MAILERS AVAILABLE at 17¢ each, net.
1-3A 4B 5C



The Executive Six Foot Tape

It's a safe bet that you have never seen a 6-foot tape like this one! The Executive, because of its good looks and utility, earns and keeps a place on the desk top.

The case is square, made of walnut. A man will find it useful often because it's accurate, and durable through a thousand measuring jobs. The tape is steel, German-made and easy to read. Makes a fine paperweight, too.

Measures 2 by 2 by 1-inches.

Packed in a black and silver gift box with a suitable romance card.

	50-99	100-249	250-499	500-999	1000 and up
No. 627	\$1.95	\$1.90	\$1.70	\$1.50	\$1.45

MAILERS AVAILABLE at 12¢ each, net.

1-2A 3B 4-5C

The Florentine Pen Stand and Paper Weight

The Florentine Pen Stand and Paper Weight on a desk will mark the man behind it as an executive on his way up or already at the top. Distinguished, unmatched in quality, these unique desk pieces make cherished gifts as separate units or as an ensemble.

Master craftsmen have captured the magnificence of medieval Europe with a coin motif which places their work among the rare and unusual. In each piece, an oversized replica of a 14th century coin is inlaid in solid walnut, selected and matched in grain with stylish tapered edges. The Pen Stand has a gold colored pen holder with ball and socket joint. The pen is a fine writing instrument with ball point.

Sized to get the job done, the Pen Stand is 7-inches long, 3⁵/₈-inches wide and 3/4-inch high. The paper weight is 3⁵/₈-inches square and 3/4-inch high. If adcopy is on a leatherette swatch applied to the bottom of the base, charge 5¢ each, net plus the cost of goldstamping. For other personalization and adcopy charges see inside back cover.

Packed in a fine black and silver gift box with an appropriate romance card.

	25-49	50-99	100-249	250 and up
No. 670 (Pen Stand)	\$4.70	\$4.60	\$4.50	\$4.00
No. 670S Deluxe Sheaffer Pen in place of standard pen: \$1.00 net each, extra.				
No. 671 (Paper Weight)	\$2.60	\$2.50	\$2.45	\$2.20
No. 672 (#670 and #671)	\$7.15	\$6.95	\$6.80	\$6.10
No. 672S Deluxe Sheaffer Pen in place of standard pen: \$1.00 net each, extra.				

MAILERS AVAILABLE: No. 670, 14¢; No. 671, 12¢; No. 672, 19¢ each, net.

1-3A 4B



The Sentinel Set

Three desk items on the alert and eager to serve. All are cylinders of brass, brightly nickel-plated, with inserts and trim of velvety black plastic. The bright nickel surface is suitable for imprinting. Made in Germany except for the high quality Japanese lighter. Choose one, two or three of these Sentinel items, with or without printed message. Individually or as sets they are packaged in a black and silver gift box with appropriate romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 663* (All three)	\$8.40	\$8.20	\$8.00	\$7.10	\$6.35
No. 667* (661 + 664)	\$6.00	\$5.80	\$5.70	\$5.10	\$4.60
No. 662* (664 + 665)	\$6.00	\$5.80	\$5.70	\$5.10	\$4.60

MAILERS AVAILABLE at 17¢ each, net.
1-3A 4B 5C

Sentinel Pencil Caddy

Fumbling in the drawer for a useable pencil is a thing of the past when the Sentinel stands ready with a whole collection to choose from. The inside divider is designed so that pencils are separated and easy to select and grasp.

Size: 2" diameter by 4" high.

	25-49	50-99	100-249	250-499	500 and up
No. 661*	\$2.60	\$2.50	\$2.40	\$2.10	\$1.85

MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B 5C

Sentinel Cigaret Holder

Cigarets are quickly and neatly available at home or at work when they're in the Sentinel Cigaret Holder. It holds regular and king-size cigarettes.

Size: 2" diameter, 3" high.

	25-49	50-99	100-249	250-499	500 and up
No. 665*	\$2.60	\$2.50	\$2.40	\$2.10	\$1.85

MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B 5C

Sentinel Table Lighter

Men like to receive cigaret lighters, and here's one a man will proudly show on his desk or as proudly take home. The always-dependable lighter is chrome-plated. It is fitted snugly into the top of the cylinder, lifts out for fueling.

Size: 2" diameter, 3³/₄" high.

	25-49	50-99	100-249	250-499	500 and up
No. 664*	\$3.70	\$3.60	\$3.50	\$3.10	\$2.80

MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B 5C

*For all Sentinel items see inside back cover for screen printing and engraving costs.



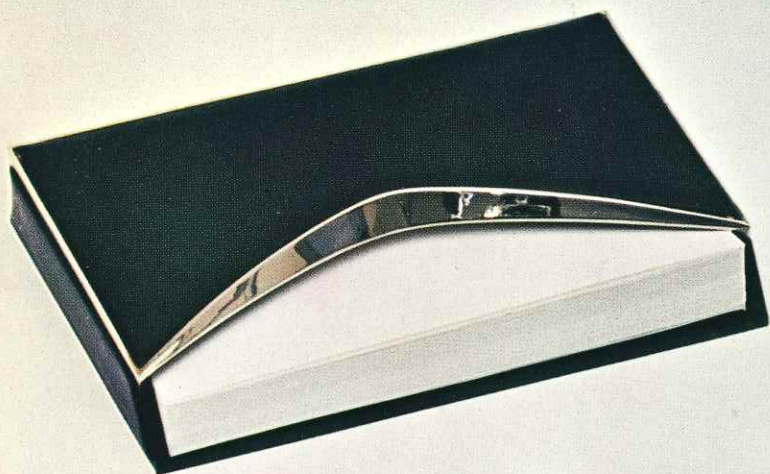
661

665

664



782



783



785



658



780

The Caravelle Nameplate



There is something in a name! And any man will be delighted to see his on the Caravelle Nameplate. The name is imprinted on luxurious padded black leather which is mounted, saddle-fashion, on a nickel-plated frame. The nameplate has restrained and quiet dignity.

Measures 9-inches in length and is 2³/₄-inches high. Ad copy can be silver stamped on the side opposite the name or placed on a leatherette swatch on the bottom of the plastic base. See page 32 for details on personalization.

Packaged in a deluxe black and silver gift box with a suitable romance card.

	25-49	50-99	100-249	250 and up
No. 782	\$4.40	\$4.20	\$4.10	\$3.65

MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B

The Caravelle Desk Pad



Notepaper is kept at hand, in one place, neatly stacked, ready to use, and available without fumbling, in the Caravelle Desk Pad. This attractive holder, made of nickel-plated metal and durable plastic, is given an air of elegance with a covering of black leather. It is packed with 150 4x6-inch sheets of white bond note paper which can be replaced at stationery counters. Names, initials or ad copy can be silver stamped on the padded black leather, or put on a leatherette swatch on the bottom of the base. See page 32 for details.

Measures 4¹/₄ x 6¹/₂-inches, holds ³/₄-inch of paper. Packaged in a handsome black and silver gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 783	\$5.80	\$5.60	\$5.50	\$4.90

Design Patents Pending.
MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B

The Caravelle Ashtray



Here's an ashtray with two functions: to hold cigaret ashes and to identify its owner. The leather portion of the ashtray acts as a cover. With tipping, ashes slide under the cover, out of sight and away from moving air — windproof! It's easy to keep it neat. The top can be removed to permit thorough cleaning. Names or ad copy can be imprinted on the lustrous cushiony black leather which is bordered by gleaming metal. The ashtray base is black phenolic. See page 32 for imprinting details. Ashtray is 5⁷/₈-inches square and 7³/₈-inches high. Packaged in a black and silver gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 785	\$5.00	\$4.90	\$4.80	\$4.25

Design Patents Pending.
MAILERS AVAILABLE at 15¢ each, net.
1-3A 4B

The Caravelle Letter Opener



A well equipped desk needs a letter opener: The Caravelle has a quality that will keep it on top of the most distinguished one! The letter opener is smoothly nickel-plated and given accent and contrast by the black, soft leather insert in the handle. 10-inches long.

Name, initials or ad copy can be silver stamped on the black leather. See page 32 for details.

Packaged in a black and silver gift box with suitable romance card.

	25-49	50-99	100-249	250 and up
No. 780	\$3.90	\$3.80	\$3.70	\$3.30

Design Patent 1603.
MAILERS AVAILABLE at 12¢ each, net.
1-3A 4B

The Caravelle Pen Stand



The regal appearance and genuine quality of the Caravelle Pen Stand will place it on the finest desk in any home or office. It's an aristocratic combination of gleaming nickel-plated metal and luxurious black leather, rich in value. 9 by 2-inches.

Name, initials or ad copy can be silver stamped on the black leather or put on a leatherette swatch on the bottom of the base. See page 32 for details.

Packed in an attractive black and silver gift box with romance card..

	25-49	50-99	100-249	250 and up
No. 658	\$5.20	\$5.00	\$4.90	\$4.35

No. 658S Deluxe Sheaffer Pen in place of standard pen: \$1.00 net each, extra.

Design Patent 1604.
MAILERS AVAILABLE at 12¢ each, net.
1-3A 4B

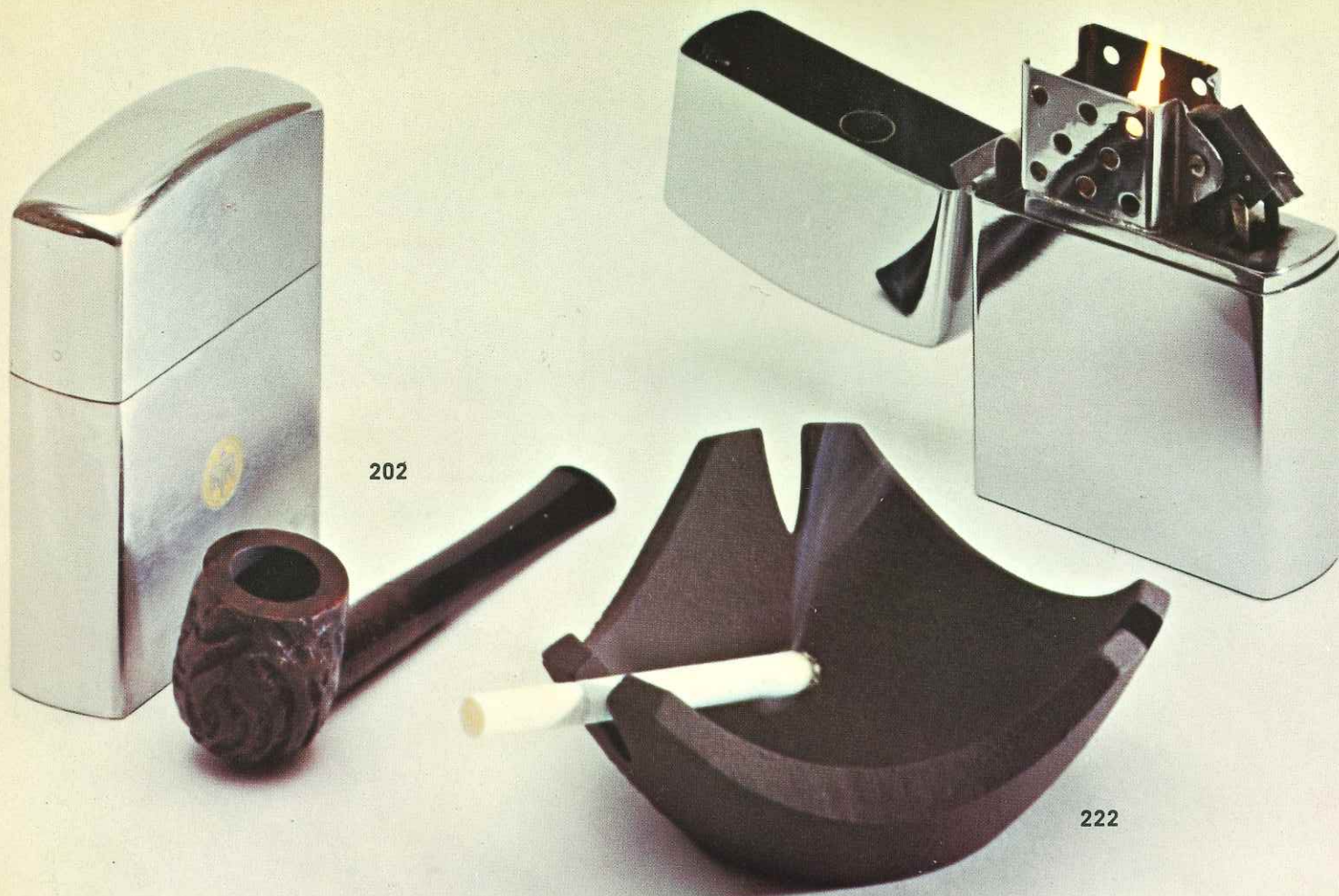
The Caravelle Ensemble

If you would like to be doubly remembered, the Caravelle Pen Stand and Letter Opener make an especially attractive gift set. Packaged in a fine black and silver gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 659	\$8.80	\$8.60	\$8.50	\$7.60

No. 659S Deluxe Sheaffer Pen in place of standard pen: \$1.00 net each, extra.

MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B



The Torch

BEHOLD THE TORCH! Flip open the top of this exciting new lighter and the flame leaps forth — instantly, automatically. No spinning of flint wheel necessary — just open the cover and it's lit. For the executive who thinks big, smokes big and has everything, here's a unique solid brass desk lighter from Austria. Gargantuan in size, refined in style and completely automatic. The ideal way to light a client's cigar or cigarette.

It's quick, sure, efficient. With the Torch there's no more fumbling for matches or small pocket lighters, no more fussing with half-lit cigarettes. The completely automatic Torch will light anything — cigarettes, cigars, love notes — anywhere, even in a gale. No bother with frequent refilling either. Fill it once and enjoy months of dependable lighting.

The chrome-plated exterior invites engraving, thus exposing the gold color of the brass. See inside back cover for details. The Torch makes an ideal gift for birthday, Christmas, or other special occasions that call for the ultimate in fine taste. Polished to a fine finish, this unusual lighter will brighten even the most distinguished desk top or table.

The crisp, clean-looking Torch is a man-sized lighter, standing 4½-inches high, 3-inches wide, and 1-inch thick. Packed in a fine black and silver gift box with an appropriate romance card and instruction sheet.

	6-11	12-24	25-49	50-99	100 and up
No. 202	\$13.00	\$12.80	\$12.60	\$12.40	\$11.00

U.S. and Foreign Patents Pending.
MAILERS AVAILABLE at 11¢ each, net.
1- 4A 5B

The Aztec

The best of two worlds — the ancient and the modern — are combined in the singularly distinctive Aztec ashtray. The craftsmanship and ruggedness of the ancient join the simplicity and artistry of the modern to fashion this uniquely handsome ash depository. Tasteful in any setting — on the executive's desk or the hostess' coffee table — the Aztec has something for everybody. No gift could be more appropriate for home or office.

Reflective of the ancient craft of iron casting invented by the Hitittes of a thousand years before the birth of Christ, the Aztec is two and a half pounds of crude iron cast into a contoured half sphere with three wedged niches for cigarettes. A final touch of antiquity is provided by a finish which gives this unusual artifact the look of natural refinement.

At two inches high and 4¾-inches in diameter, this weighty ashtray conveniently doubles as a trusty paper weight to hold down the most stubborn stack of papers.

Packaged in an attractive gift mailer at no extra charge with an appropriate romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 222	\$3.85	\$3.75	\$3.65	\$3.30	\$3.00

1-3A 4B 5C

The Valet Clothes Brush

A clothes brush of convenient size and excellent quality with long bristles that pick up and remove the most stubborn particles. A specially designed pad on the back is made to remove lint. Works efficiently on soft or hard-finish fabrics. An accessory to depend on when one's appearance must be show-window perfect.

Beautifully grained walnut finish, polished to a soft luster. 10-inches long and 1³/₄-inches wide. Wooden handle can be imprinted either side. See inside back cover for imprinting costs. Packed in a fine black and silver gift box with appropriate romance card.

	25-49	50-99	100-249	250 and up
No. 16	\$2.40	\$2.30	\$2.04	\$1.82

MAILERS AVAILABLE at 15¢ each, net.
1-2A 3B 4C

The Chancellor

Here's something new and pleasingly different in a desk or library set — a letter opener and ruler combination. In the Chancellor, a distinctively handsome and functional letter opener is encased in a genuine cowhide scabbard with an accurate 10-inch gold anodized ruler artfully embedded in its side.

Made in Europe by still another generation of master craftsmen, the Chancellor has the feel of a precision tool and the look of elegant craftsmanship. The handle is adorned with an artistically designed inlay and is gracefully curved for comfortable gripping and swift removal from the snug-fitting sheath. Its slender, steel blade is gently tapered for precise incision and is sloped on either edge for efficient cutting.

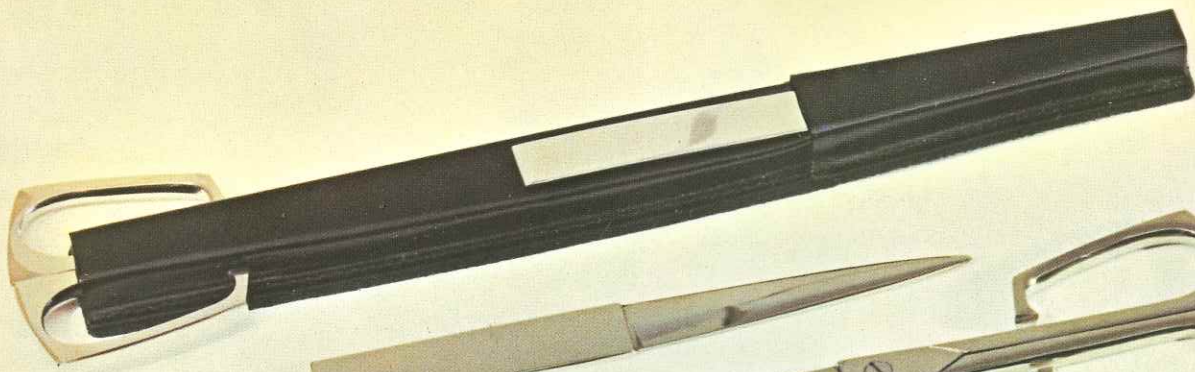
The rich olive case, saddle-stitched by skilled hands, provides an ideal backdrop for personalization or an appropriate advertising message. Gold stamping can be placed on the top or underside of the scabbard. See inside back cover for details.

The Chancellor is 10⁷/₈-inches long, 2-inches wide and comes packed in a fine black and silver gift box with an appropriate romance card.

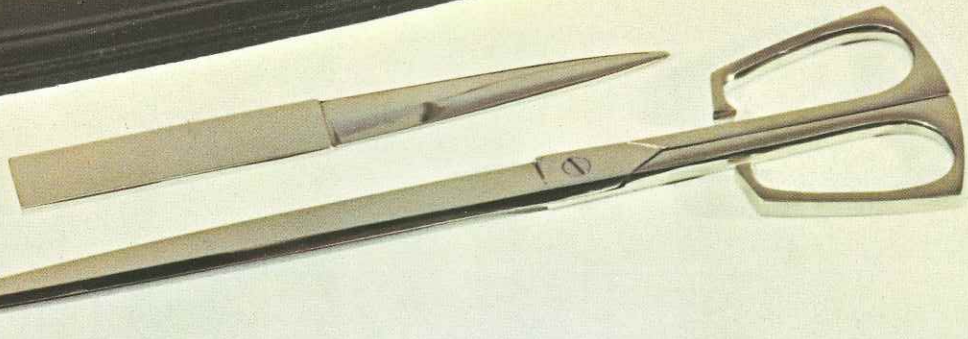
	25-49	50-99	100-249	250-499	500 and up
No. 710	\$3.20	\$3.10	\$3.00	\$2.70	\$2.45

MAILERS AVAILABLE at 12¢ each, net.
1-3A 4B 5C





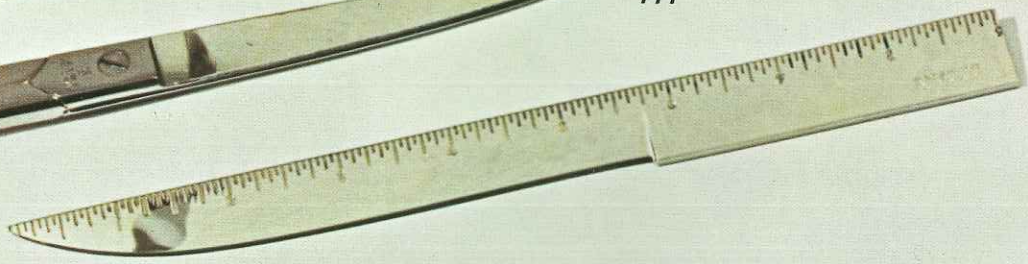
750



715



777



The VLS Library Set

Looking for a most unusual, distinctive gift for your VIP friends? Then send VLS — the Very Long Shear and letter opener combination. The extraordinary shear for the extraordinary person. It's 12½-inches long, of hot-forged and hardened scissor steel. Ideal for home and office.

Both instruments are fashioned in Europe by master craftsmen. Heavy nickel plating polished to sparkling brilliance makes their beauty as enduring as their quality. The sturdy, genuine black cowhide scabbard bears the famous Solingen hallmark, known the world over as the symbol of distinctive quality. The slender blades of the VLS are hollow ground and scientifically shaped for precise cutting.

The handle of the letter opener can be personalized or finished with engraved or silk screened ad copy. The upper portion of the scabbard can be silver stamped. See inside back cover for details.

Packed in a fine black and silver gift box with a romance card.

	25-49	50-99	100-249	250 and up
No. 750	\$10.20	\$10.00	\$9.80	\$8.80
Design Patents Pending. MAILERS AVAILABLE at 14¢ each, net. 1-3A 4B				

The Commander Library Set

The shears and genuine cowhide scabbard are famous Solingen quality. The blades are hollow ground and carefully shaped to make precision cutting possible. The scissor handles have spacious openings for the masculine hand.

The Italian Letter Opener features a brilliant color inlay in the curved handle. Both instruments are 9-inches in length and heavily nickel-plated and polished to a gleaming mirror finish. For ad copy and personalization information see page 32. Packed in a fine black and silver gift box with an appropriate romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 715	\$4.60	\$4.50	\$4.00	\$3.60	\$3.55
MAILERS AVAILABLE at 11¢ each, net. 1-2A 3B 4-5C					

The Commerce and Industry Desk Set

The shears are hot forged from scissors steel, tempered, nickel-plated, buffed and polished. Easy to handle and easy to use. The grips are wide and long and contoured to fit the masculine hand. The blades are hand-honed, so that only a hairline of the edge makes contact at one time.

The handsome nickel-plated letter opener features an embossed handle inlaid with three fired enamel colors. The motif is a timely one, typifying commerce and industry. A convenient nine-inch ruler is engraved on the back of the blade.

The scabbard is real cowhide, finished in a warm tan color. It is double saddle stitched and has a suede backing. For ad copy and personalization information turn to page 32. Packed in a fine black and silver gift box with a romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 777	\$6.00	\$5.80	\$5.10	\$4.60	\$4.50

Design Patent 1173.
MAILERS AVAILABLE at 11¢ each, net.
1-2A 3B 4-5C

NOTE: If custom design letter opener (No. 778 pictured on these pages) is desired the additional charge is:

100-249 \$2.27 net 250-499 \$2.24 net 500 and up \$2.23 net

For artwork, cost of etching plate, additional colors, delivery time on etched letter openers, see information in No. 778 (below).

The Criterion Letter Opener

The Criterion is extra-special. It is brightly nickel-plated so that it is conspicuous on the desk, easily found when needed. On the back surface of the opener blade is a 9-inch ruler, convenient for all kinds of at-the-desk measurements. For engraved personalization, and for silk screened or engraved ad copy charges, see inside back cover. For etched ad copy prices, see schedule below. Packaged in a black and silver gift box with suitable romance card.

	100-249	250-499	500-999	1000 and up
No. 778 (Plain)	\$1.46	\$1.25	\$1.10	\$1.05
(One color etched copy)	\$0.37 net	\$0.34 net	\$0.33 net	\$0.32 net
Camera ready artwork must be supplied to us. Cost of etching plate approximately \$20.00. For each additional color add 3¢ each, net. Allow 90 days for delivery. MAILERS AVAILABLE at 11¢ each, net. 1A 2B 3-4C				

778

75
JAHRE
1885-1960
HOLZ-MEYNER
WESTERSTEDT TEL. 781

Legion of Honor Convention
PALM SPRINGS, CALIFORNIA / 1963



5

The Ambassador

When you go — go in impeccable style carrying the sleek, chic Ambassador manicure set, complete with five surgical steel instruments set in an elegant black genuine cowhide case. A must for every well-groomed man or woman, the Ambassador slides so easily into every suitcase, occupying a minimum of space. Compact and luxurious, it is equally useful at home or at the office.

Triple cut nail file, combination cuticle pusher and nail cleaner, scissors, nail trimmer and tweezers — are forged to the finest tolerance and buffed to a mirror like brilliance by master European craftsmen. The cowhide case snaps open with ease, exposing for ready use the gleaming instruments set in convenient array on a field of rich suede and held snugly in place by individual leather straps. The Ambassador is just $\frac{3}{4}$ of an inch thin, 3-inches wide and $8\frac{1}{4}$ -inches long. Its smooth, jet-black finish accents personalization or an advertising message stamped in gold or silver foil. See inside back cover for details.

Packed in a fine black and silver gift box with an appropriate romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 5	\$10.40	\$9.80	\$9.60	\$9.40	\$8.40

MAILERS AVAILABLE at 13¢ each, net.
1-4A 5B

The Crescent

Comfortably light but amazingly durable, a drawerful of necessary tools are contained in the ultra-functional Crescent All-Purpose Tool. Compact in design, the Crescent is a must for the executive's desk drawer, the auto glove compartment, the home workshop or fishing tackle box.

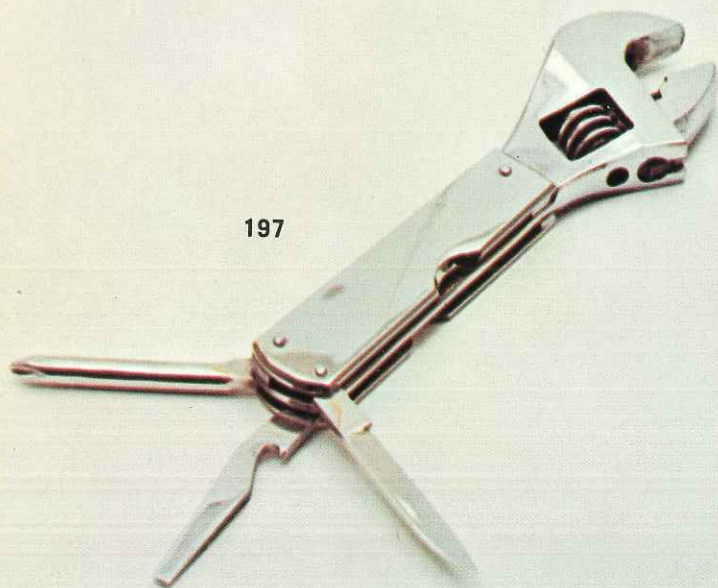
Ideal for minor repairs, this chrome-plated tool is a unique combination of several indispensable implements: a sure-grip crescent wrench, a foldout Phillips screwdriver, a precision-honed knife blade, screwdriver, and bottle opener, all of the finest tool steel, tempered and hardened to exacting specifications.

No more bothersome switching of tools — they are all at your fingertips and easy to handle in the versatile Crescent, $5\frac{1}{2}$ -inches long, $1\frac{3}{4}$ -inches wide. Plenty of space for personalization or an advertising message. See inside back cover for details.

Packed in a fine black and silver gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 197	\$5.30	\$5.10	\$5.00	\$4.45	\$4.00

MAILERS AVAILABLE at 11¢ each, net.
1-3A 4B 5C



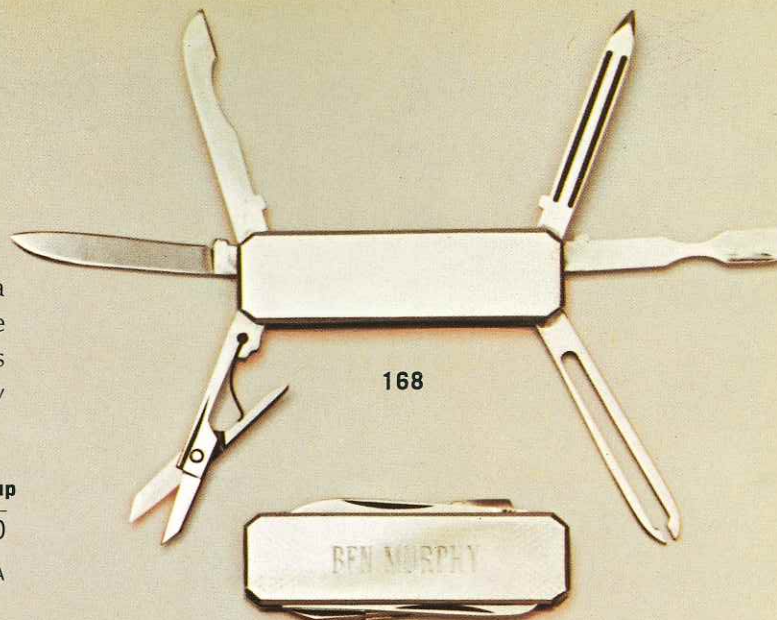
197

The Atlas

An all-purpose six implement pocket knife: a knife blade, nail file, cuticle pusher, cuticle cutter, scissors and tweezer. Entirely of stainless steel and surprisingly light in weight and very thin. $2\frac{3}{8}$ -inches long.

	25-49	50-99	100-249	250-499	500 & up
No. 168	\$3.25	\$3.05	\$2.95	\$2.65	\$2.40
1-3A 4B 5C					

Lined cowhide case available at 50¢ each in any quantity. — A

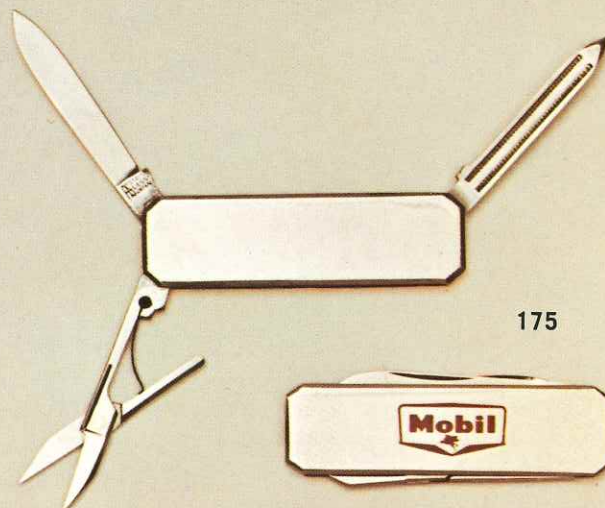


The Jupiter

The Jupiter is the kind of knife the successful businessman will use and carry with pride. It is light in weight, only $\frac{1}{8}$ -inch thick and $2\frac{3}{8}$ -inches long. Contains three implements: a knife blade, a scissors, a nail file.

	25-49	50-99	100-249	250-499	500 & up
No. 175	\$2.60	\$2.45	\$2.35	\$2.10	\$1.90
1-3A 4B 5C					

Lined cowhide case available at 50¢ each in any quantity. — A



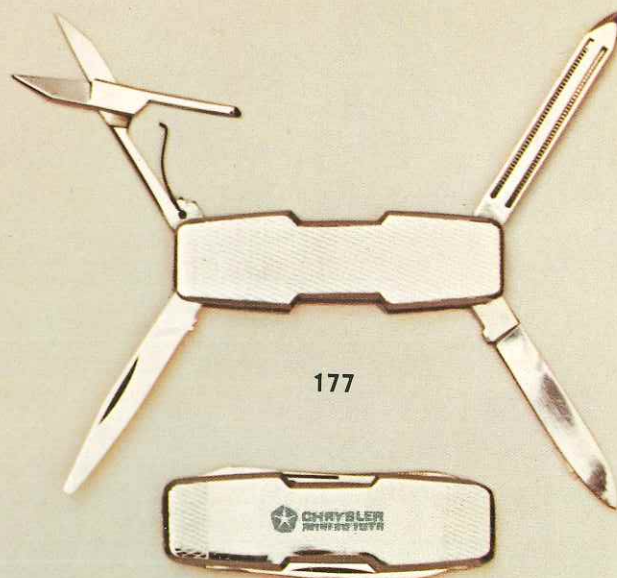
The Esquire

All brilliant, non-tarnishing, non-rusting stainless steel. Has knife blade, scissors, screwdriver and nail file. This knife is finished by hand in Italy. Eminently practical.

Size: $2\frac{7}{8}$ -inches long, $\frac{3}{4}$ -inch wide, $\frac{1}{4}$ -inch thick.

	25-49	50-99	100-249	250-499	500 & up
No. 177	\$4.90	\$4.70	\$4.60	\$4.10	\$3.70
1-3A 4B 5C					

Lined cowhide case available at 50¢ each in any quantity. — A



All knives are packed in fine black and silver gift boxes with suitable romance cards.

See inside back cover for personalization and ad copy costs. Penny Jingle Cards — 2½¢ each, net.

MAILERS AVAILABLE for all knives at 9¢ each, net.

The Regent

An Italian-crafted 100% stainless steel knife. Has knife blade, nail file and a completely removable scissors-tweezer. This is a most helpful and useful feature.

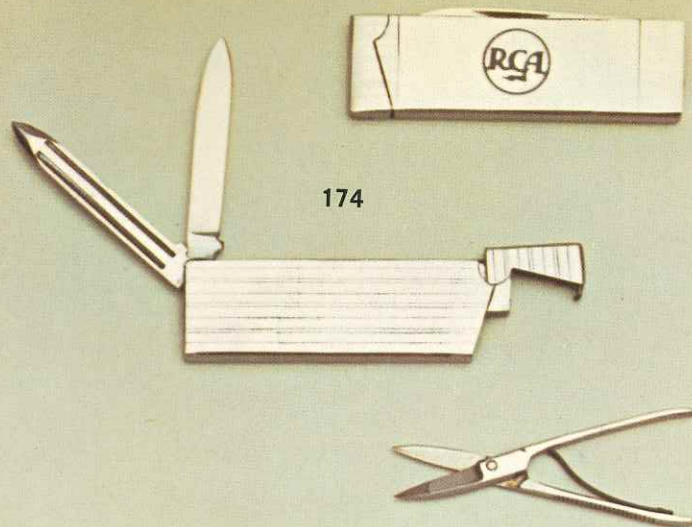
Size: 2 $\frac{5}{16}$ -inches long, $\frac{1}{16}$ -inch wide, $\frac{3}{16}$ -inch thick.

No. 174

25-49	50-99	100-249	250-499	500 and up
\$4.70	\$4.50	\$4.40	\$3.90	\$3.50

1-3A 4B 5C

Lined cowhide case available at 50¢ each in any quantity.
A



The Toledo

Beautiful engraving — like that on ancient Toledo swords — distinguishes this dressy knife. Gold-plated, Italian-made. Has knife blade and nail file. It is wafer thin.

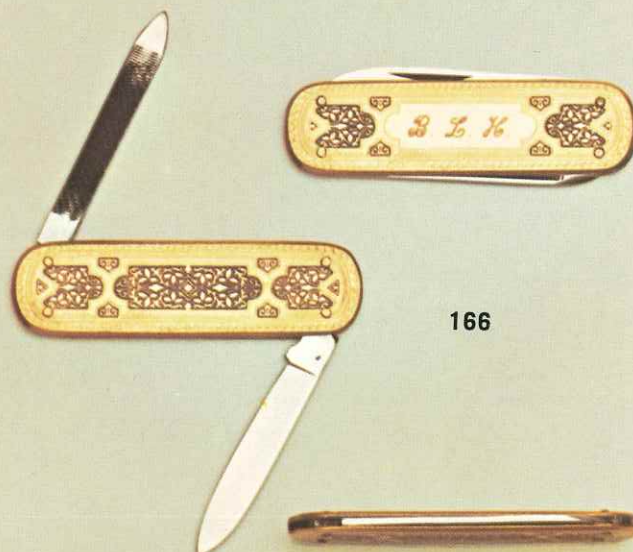
Size: 2 $\frac{1}{8}$ -inches long, $\frac{1}{8}$ -inch thick, $\frac{1}{16}$ -inch wide.

No. 166

25-49	50-99	100-249	250-499	500 and up
\$3.00	\$2.85	\$2.75	\$2.45	\$2.20

1-3A 4B 5C

Lined cowhide case available at 50¢ each in any quantity.
A



The Globetrotter

Your advertising message will be carried far and wide with the trim Globetrotter knife. This versatile knife will remain a constant companion of the proud possessor and a frequent reminder of the thoughtful sender.

Made by master craftsmen of Solingen, Germany, known around the globe for their fine cutlery. It is $\frac{3}{8}$ -inch thick and 2 $\frac{3}{4}$ -inches long. Contains scissors, knife blade, nailfile and screwdriver-bottle opener combination. All the implements are of stainless steel and polished to a brilliant mirror-like finish. The shears are hot-forged.

Sides are simulated mother-of-pearl which provide a rich-looking backdrop to ad messages which can be inlaid with nickel-silver or a combination of nickel-silver and color. See page 32 for details.

No. 115

100-249	250-499	500-999	1000 and up
\$3.95	\$3.85	\$3.75	\$3.70

Sorry, we cannot accept orders with inlay for less than 100 pieces.

Patent Pending.

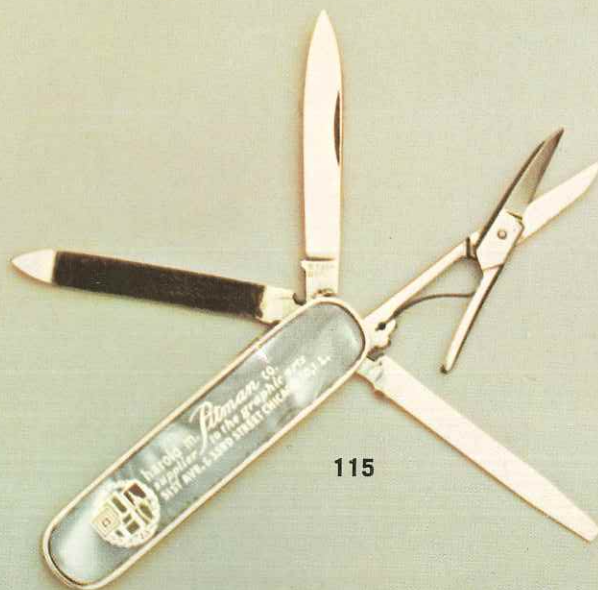
C

All knives are packed in fine black and silver gift boxes with suitable romance cards.

See inside back cover for personalization and ad copy costs.

Penny Jingle Cards — 2 $\frac{1}{2}$ ¢ each, net.

MAILERS AVAILABLE for all knives at 9¢ each, net.



The Gem

An all-stainless steel knife with knife blade and nail file. Classic, flat-oval shape. Thin so it makes no bulge in the pocket. Clevis makes it easy to carry with keys.

Size: 2½-inches long by ⅜-inch thick, ⅜-inch wide.

No. 103

25-49	50-99	100-249	250-499	500-999	1000 and up
\$1.75	\$1.65	\$1.55	\$1.35	\$1.20	\$1.00

1-3A 4B 5C 6E

Lined cowhide case available at 50¢ each in any quantity.

A



103



105

The Titan

Thin, light and versatile, the Titan features a smartly braided key chain of jeweler's quality. The knife and file compartment is only 1⅞-inches long and ⅛-inch thick for comfortable carrying. The all stainless steel knife and file are encased in brushed stainless steel with enough space for ad copy or personalization on either side.

No. 105

25-49	50-99	100-249	250-499	500 and up
\$2.20	\$2.10	\$2.05	\$1.82	\$1.63

1-3A 4B 5C



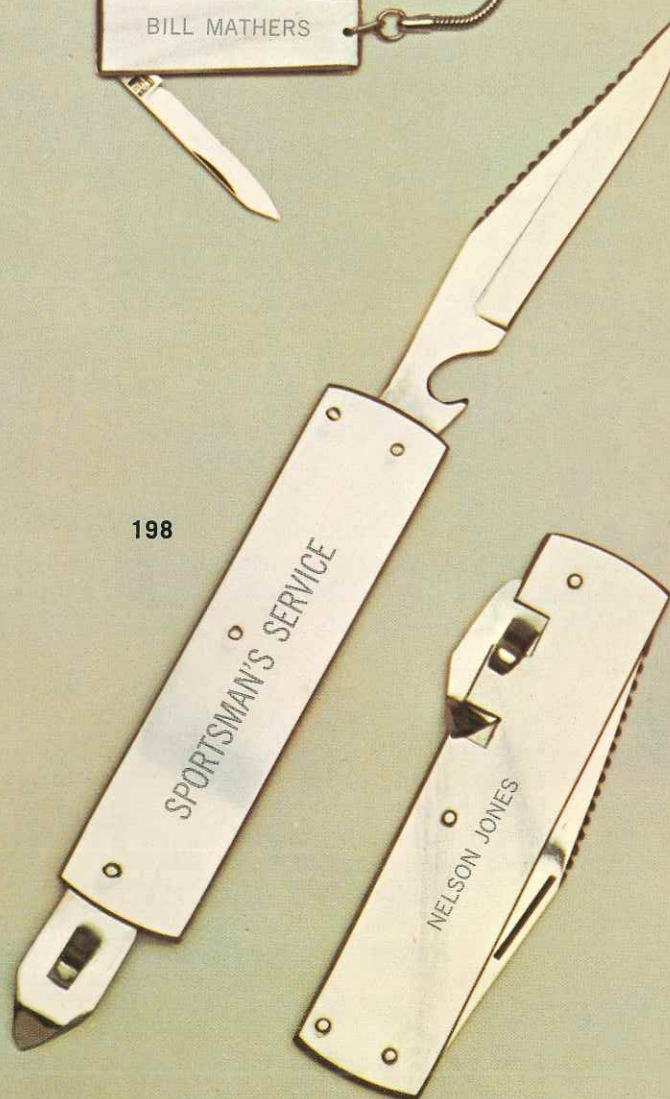
The Sportsman's Knife

An all-season favorite — look what it will do! On one end is a beer can puncher. There's a rugged blade 3½-inches long on the back of which is a fish scaler, and there's a bottle opener, of course. The Sportsman's knife is made of stainless steel and can be carried in a tackle box, hunting kit or glove compartment.

No. 198

25-49	50-99	100-249	250-499	500 and up
\$2.65	\$2.55	\$2.45	\$2.15	\$1.90

1-3A 4B 5C



198

All knives are packed in fine black and silver gift boxes with suitable romance cards.

See inside back cover for personalization and ad copy costs.

Penny Jingle Cards — 2½¢ each, net.

MAILERS AVAILABLE for all knives at 9¢ each, net.

ADVERTISING SPECIFICATIONS FOR THE FOLLOWING PRODUCTS

THE COMMERCE AND INDUSTRY DESK SET

THE COMMANDER LIBRARY SET

Unless otherwise specified, ad copy will be gold stamped on the top side of the scabbard underneath the handles of the shears.

Gold Stamping or stamping on the underside of the scabbard is available at the same cost as all other gold stamping.

If the ad copy is split in two segments, charge twice for the gold stamping.

Gold Stamping on the blade section of the scabbard is available. Individual names and initials 50¢ each. Minimum 25 pieces. One or two lines of ad copy, up to 20 letters per line, 10¢ each. Minimum, 50 pieces.

THE GLOBETROTTER KNIFE

Ad copy in nickel-silver inlay per side of knife:

	100-249	250-499	500-999	1000 and up
UNINTERRUPTED:	\$0.22	\$0.20	\$0.18	\$0.18
INTERRUPTED:	0.27	0.23	0.21	0.21

This includes, for the interrupted inlay, one trademark or figure in addition to text. Add 75% of inlay cost for each additional trademark or figure.

Maximum inlay area: 2" x 1 $\frac{1}{32}$ ".

Color in addition to inlay: Add 5¢ net, for each color.

The minimum order with inlay is 100 pieces.

Artwork: When requested for approval of order, there is no charge.

Speculative Samples: Charge \$20.00 per side for either type of inlay. This is refunded if a minimum of 100 pieces are ordered with the same inlay within 6 months of receipt of sample.

CARAVELLE GIFTS

Unless otherwise specified, all stamping on the Caravelle Gifts will be in silver foil. For ad copy on the swatch, on the bottom of the base of the desk pad, pen holder, ashtray or name plate, charge 5¢

each net, plus the cost of silver stamping. For ad copy directly on the black leather of these pieces the cost is:

AD COPY

12-24	25-49	50-99	100-249	250-499	500-999	1000 and up
\$.24	\$.19	\$.13	\$.10	\$.08	\$.08	\$.07

PERSONALIZATION

	NAMES	INITIALS
1 to 49	50¢	45¢
50 and up	45¢	45¢

IMPRINTING ROMANCE CARDS

The romance cards included with each gift may be imprinted on the front of the card if desired. Unless otherwise specified, they will be gold stamped. For costs please see the inside back cover under "Gold and Silver Stamping on Leather, etc." There is no charge for the cards.

BIRTHDAY PLAN

One of the most important days in any person's life is his birthday. It is a special day, reserved for him alone. When you remember him on this day of his, you tell him in an unforgettable language that you consider him a very special individual. A Birthday Plan is available. You send us the names and addresses of the individuals you have selected for

this special consideration. If you cannot supply the birthdates, we will obtain them at a charge of 30¢ per name. Other charges are 25¢ for each individual mailing, plus postage and insurance. Mailer and other service charges such as engraving, etc., at listed prices.

ALL SERVICE CHARGES ARE NET

PRINTING and ENGRAVING INFORMATION and CHARGES

All lists of individual names or initials must be typewritten and submitted in duplicate.

GOLD STAMPING

All gold stamping is done in 24-K gold. Prices for Gold Stamping include up to 4 lines of advertising copy. The charge for orders requiring special dies will be made available as soon as possible after

receipt of order. (Same conditions apply where silver stamping is indicated. High quality silver foil is used.)

ENGRAVING

All engraving is done in jewelers style, right into the metal. A maximum of 18 letters is permitted per line. If a line has more letters, that line will be priced as two lines. Trademarks or special lettering require engraving dies. A simple die costs about \$20.00 net, and the engraving charge is at the two line price. The charges for a special order requiring

a complicated die and engraving, will be made available as soon as possible after receipt of order. Color fill for engraved ad copy available. Prices upon request.

Brass nameplates suitable for engraved personalization and ad copy are available at 10¢ each, net plus engraving costs.

PRINTING AND SCREEN PRINTING

For surface printing or silk screening a clear, transparent coating material is used to protect the printing, and keep it from chipping, cracking, and wearing. The toughest, most durable material available is used for this purpose. On metal, an ultra-hard refined enamel coating is used. Minimum charges for simple cuts, trademarks or

special lettering when printing on any surface are: 1 color, \$6.00; 2 colors, \$11.00; provided artwork is furnished. \$3.50 Screen charge for each color. The charges for orders requiring complicated cuts, trademarks or open lettering will be submitted as soon as possible after receipt of order. Artwork which we supply will be charged at cost.

ADVERTISING COPY AND PERSONALIZATION

		ENGRAVING ON METAL (BLOCK OR SCRIPT)												531 & 532 BOWLS		GOLD OR SILVER STAMPING ON LEATHER			PRINTING UP TO 4-LINES IF SPACE PERMITS				SCREEN- PRINTING											
		ON FLAT SURFACES						ON CYLINDRICAL SURFACES											On Sim- ulated Mother of Pearl, Wood or Plastic		On Stain- less Steel Knives and Other Flat Metal Surfaces		\$3.50 Screen Charge for Each Color											
		SINGLE LINE S			DOUBLE LINE S			SINGLE LINE S			DOUBLE LINE S								Sgl. Line	Dbl. Line	One Color	Two Colors	One Color	Two Colors	One Color	Two Colors	Three Colors							
		One Line	Two Lines	Three Lines	One Line	Two Lines	Three Lines	One Line	Two Lines	Three Lines	One Line	Two Lines	Three Lines																					
ADVERTISING COPY	QUANTITY	One Line	Two Lines	Three Lines	One Line	Two Lines	Three Lines	One Line	Two Lines	Three Lines	One Line	Two Lines	Three Lines	.05 per letter	.08 per letter			One Color	Two Colors	One Color	Two Colors	One Color	Two Colors	Three Colors										
	1 to 11	.50	.60	.70	.60	.75	.90	.80	.90	1.10	1.00	1.20	1.30																					
	12 to 24	.27	.40	.53	.34	.52	.70	.42	.64	.86	.54	.82	1.10												.22									
	25 to 49	.20	.34	.46	.24	.44	.58	.29	.54	.70	.38	.70	.90												.13									
	50 to 99	.17	.30	.42	.22	.38	.52	.28	.50	.66	.35	.66	.85												.10	.15	.26	.18	.31	.25	.40	.55		
	100 to 249	.16	.28	.40	.21	.35	.49	.26	.46	.62	.33	.62	.80												.08	.12	.19	.16	.26	.18	.32	.46		
	250 to 499	.15	.25	.35	.20	.33	.46	.25	.42	.58	.32	.58	.75												.06	.10	.16	.14	.23	.16	.30	.44		
	500 to 999	.14	.24	.33	.19	.31	.42	.24	.38	.52	.31	.56	.70												.05	.09	.14	.13	.20	.12	.22	.32		
1000 and up	.14	.24	.33	.19	.31	.42	.24	.38	.52	.31	.56	.70	.05	.09	.14	.13	.20	.08	.15	.22														
PERSONALIZATION		ANY QUANTITY			ANY QUANTITY			ANY QUANTITY			ANY QUANTITY					1-24	25-40	50 UP	NOT AVAILABLE															
	Individual Names	.24			.32			.64			.72			.85	1.00	.45	.40	.35																
	1 Initial	.18			.27			.24			.32			.40	.55	.40	.35	.30																
	2 Initials	.18			.27			.40			.48			.55	.70	.40	.35	.30																
	3 Initials	.18			.27			.48			.56			.70	.85	.40	.35	.30																

Lines comprising more than 18 letters are considered two lines and will be charged at the two line price.

Coin Bowls #531 and #533 must be hand engraved at prices listed in schedule above.

A service charge of \$3.50 applies to shipments for quantities less than the minimum quoted in our catalog.

Be sure to specify where copy is wanted.

All service charges are net.

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